

DOCUMENT RESUME

ED 099 615

CE 002 711

TITLE An Annotated Bibliography of Instructional Materials in Cooperative Occupational Education.

INSTITUTION Illinois State Board of Vocational Education and Rehabilitation, Springfield. Div. of Vocational and Technical Education.; Northern Illinois Univ., De Kalb.

PUB DATE Jun 74

NOTE 157p.

EDRS PRICE MF-\$0.75 HC-\$7.80 PLUS POSTAGE

DESCRIPTORS *Annotated Bibliographies; *Cooperative Education; *Instructional Materials; *Resource Materials; *Vocational Education

ABSTRACT

The annotated bibliography was designed to assist teacher-coordinators in cooperative occupational education to be more efficient and effective in selecting, utilizing, and recommending the purchase of instructional materials. A consultant panel of 10 experienced local teacher-coordinators reviewed materials from over 700 publishers. Only those items determined by the panel to be of the most value to local teacher-coordinators are included in the bibliography. The material reviewed for this purpose has been separated into seven major divisions--the State of Illinois System of five broad occupational fields (applied biological and agriculture; business, marketing and management; health; industrial; and personal and public services) plus special programs, and generally related instructional materials. Within these areas the documents are arranged following a code based on the U.S. Office of Education Codes for Occupational Areas. Each entry lists title, author, publisher, relevant occupational field, media type, a short discussion of the subject content, cost, learning effectiveness, cost effectiveness, and a comment on possible uses of the material. Concluding the document is a list of publishers' addresses. (BP)

ED 039515

An Annotated BIBLIOGRAPHY OF Instructional Materials

COOPERATIVE OCCUPATIONAL EDUCATION

State of Illinois
Board of Vocational Education and Rehabilitation
Division of Vocational and Technical Education
1035 Outer Park Drive
Springfield, Illinois 62706

In Cooperation With
Northern Illinois University
DeKalb, Illinois



U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

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P R E F A C E A N D P R O C E D U R E

This annotated bibliography has been prepared to assist teacher-coordinators in cooperative occupational education to be more efficient and effective in selecting, utilizing, and recommending the purchase of instructional materials. To achieve this goal, ten experienced local teacher-coordinators in all of the types of cooperative education programs operating in the State of Illinois were hired as a consultant panel. They reviewed the materials that were secured by contacting over 700 publishers of various types of instructional materials. The consultants also assisted in designing a procedure to follow in securing, annotating, and evaluating instructional materials in addition to actually evaluating materials and securing the cooperation of other local coordinators in the field to help in the testing of the materials.

Because individual teachers are busy and lack both the time and financial resources to examine or purchase the tremendous quantity of available materials, a decision was made to only list those instructional materials that were actually reviewed by the consultants and determined to be, in their judgment, the "best buy" for most local teacher-coordinators of cooperative vocational education.

Even though 700 producers of materials were contacted, not all good materials available in the field were evaluated. Hopefully, this publication will be updated regularly and additional materials will be listed that were not included in this edition.

The materials listed, the annotations and the ratings are those of the members of the consultant panel and not those of the project staff or any other individual or agency. The reading level for printed materials was determined by a trained reading specialist. Only minor editing was performed by the project staff to insure consistency in the annotations.

Teacher-coordinators are always looking for new materials and techniques for doing their job even better. Keeping in contact with publishers by attending meetings and reading professional literature is essential. It is also important to get to know the sales representatives from various publishers and to learn about the services they have available for schools. The prices listed in this publication are subject to change. Please write for current prices to the publishers listed.

This publication was designed to be just one possible guide for locating cooperative education instructional materials, not as the source. Additional details on the procedure that was followed in contacting publishers, securing, annotating, and evaluating the instructional materials that were received from publishers may be secured upon request. Special effort was expended to help to make this document as useful as possible for the local teacher-coordinator.

A special thank you is extended to the members of the consultant panel for the tremendous amount of time and effort that they devoted to making this a useful publication for teacher-coordinators of cooperative occupational education. Gratitude is also expressed to the staff of the State of Illinois Division of Vocational and Technical Education for their outstanding professional contributions.

Dr. E. Edward Harris, Project Director
Mrs. Patty Marco, Project Associate
Mrs. Maria Magdalena Hernandez, Project Assistant

Department of Business Education and Administrative Services
Northern Illinois University
DeKalb, Illinois 60115

June, 1974

EXPLANATION OF ANNOTATION CODING

THE ANNOTATIONS HAVE BEEN SEPARATED INTO SEVEN MAJOR DIVISIONS. THE STATE OF ILLINOIS SYSTEM OF FIVE BROAD OCCUPATIONAL FIELDS, SPECIAL PROGRAMS, AND GENERAL RELATED INSTRUCTIONAL MATERIALS. TO ASSIST TEACHER-COORDINATORS IN THE DEVELOPMENT OF THEIR OWN SYSTEMS FOR INDIVIDUALIZING INSTRUCTION, A NUMERICAL CODING SYSTEM HAS BEEN UTILIZED BASED ON THE U. S. OFFICE OF EDUCATION CODES FOR OCCUPATIONAL AREAS.

IN THE SAMPLE ANNOTATION SHOWN BELOW, EACH OF THE COMPONENTS OF THE CODING SYSTEM ARE EXPLAINED --

CO -- Means Cooperative Education

14 -- Is the U. S. Office of Education code number for the office occupations field. Each occupational area has a different number. Health is 07, etc.

0 111 -- Refers to the number placement or numerical order of this item in the office occupations section when arranged in alphabetical order.

TITLE: THE SECRETARY ON THE JOB

AUTHOR: Mary Witherow

PUBLISHER: Gregg Division, McGraw-Hill Book Company

RELEVANT TO: Office

TYPE OF MEDIA: Learning activity package and practice set

SUBJECT CONTENT: A set of 28 jobs well written. Includes general directions and samples of items to be typed. Some material is dictated by the instructor.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Could be very useful for a student who has completed two years of typing, business machines and shorthand. A good set to use at the end of the year for office occupations or a model office course.

28 jobs -- \$2.34
Copyright: 1967
Reading Level: 13

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I. APPLIED BIOLOGICAL AND AGRICULTURE. 1 - 14

CO 010 001 - CO 010 053

<u>Marketing and Distribution</u>	<u>Industrial</u>	<u>Special Programs</u>
CO 040 048	CO 170 016	CO 000 017
	CO 170 031	CO 000 030
	CO 170 037	CO 000 040
	CO 170 049	

II. BUSINESS, MARKETING AND MANAGEMENT. 15 - 40

A. OFFICE. 15 - 27

CO 140 001 - CO 140 049

<u>Applied Biological & Agriculture</u>	<u>Marketing and Distribution</u>	<u>Health</u>	<u>Special Programs</u>
CO 010 012	CO 040 003	CO 070 029	CO 000 001
CO 010 024	CO 040 009		CO 000 006
	CO 040 015		CO 000 009
	CO 040 020		CO 000 017
	CO 040 028		CO 000 018
	CO 040 032		CO 000 019
	CO 040 033		CO 000 020
	CO 040 036		CO 000 024
	CO 040 040		CO 000 031
	CO 040 041		CO 000 053
	CO 040 044		CO 000 054
	CO 040 048		CO 000 065
	CO 040 051		

B. MARKETING & DISTRIBUTION. 28 - 40

CO 040 001 - CO 040 051

<u>Applied Biological & Agriculture</u>	<u>Office</u>	<u>Industrial Oriented</u>	<u>Special Programs</u>
CO 010 012	CO 140 009	CO 170 001	CO 000 001
CO 010 016	CO 140 024	CO 170 010	CO 000 009
CO 010 024	CO 140 022	CO 170 033	CO 000 017
CO 010 030	CO 140 043	CO 170 043	CO 000 018
CO 010 031	CO 140 045		CO 000 019
			CO 010 020
			CO 000 053
			CO 000 057
		<u>Personnel & Public Services</u>	CO 000 061
		CO 090 063	CO 000 062
			CO 000 065

III. HEALTH 41 - 53

CO 070 001 - CO 070 051

<u>Applied Biological And Agriculture</u>	<u>Office</u>	<u>Special Programs</u>
CO 010 012	CO 140 044	CO 000 017
CO 010 024		CO 000 018
		CO 000 019
		CO 000 020
		CO 000 051

IV. INDUSTRIAL 54 - 72

CO 170 001 - CO 170 065

<u>Applied Biological And Agriculture</u>	<u>Office</u>	<u>Marketing and Distribution</u>	<u>Special Programs</u>
CO 010 008	CO 140 028	CO 040 003	CO 000 001
CO 010 012		CO 040 048	CO 000 003
CO 010 015			CO 000 012
CO 010 020			CO 000 017
CO 010 021			CO 000 018
CO 010 024			CO 000 019
CO 010 026			CO 000 020
CO 010 047			CO 000 030
CO 010 048			CO 000 031
CO 010 050			CO 000 040
		<u>Health</u>	CO 000 041
		CO 070 012	CO 000 049
		CO 070 023	CO 000 050
			CO 000 054
			CO 000 061
			CO 000 062
			CO 000 063

V. PERSONAL AND PUBLIC SERVICES 73 - 90

CO 090 001 - CO 090 069

<u>Applied Biological & Agriculture</u>	<u>Office</u>	<u>Marketing and Distribution</u>	<u>Health</u>
CO 010 012	CO 140 004	CO 040 019	CO 140 004
CO 010 016	CO 140 009	CO 040 025	CO 140 009
CO 010 024	CO 140 020	CO 040 026	CO 140 020
CO 010 030	CO 140 036	CO 040 033	CO 140 036
CO 010 031	CO 140 041	CO 040 044	CO 140 041
	CO 140 045	CO 040 048	CO 140 045
	CO 140 048		CO 140 048
		<u>Special Programs</u>	<u>Special Programs (cont'd)</u>
		CO 000 006	CO 000 044
		CO 000 009	CO 000 051
		CO 000 010	CO 000 053
		CO 000 017	CO 000 063
		CO 000 018	CO 000 073
		CO 000 019	
		CO 000 020	

VI. SPECIAL PROGRAMS 91 - 108

CO 000 001 - CO 000 073

Applied Biological & Agriculture	Office	Marketing & Distribution	Health
CO 010 008	CO 140 004	CO 040 003	CO 070 012
CO 010 010	CO 140 007	CO 040 007	CO 070 013
CO 010 012	CO 140 008	CO 040 025	CO 070 020
CO 010 015	CO 140 009	CO 040 029	CO 070 023
CO 010 024	CO 140 010	CO 040 032	CO 070 043
CO 010 026	CO 140 012	CO 040 044	CO 070 049
CO 010 034	CO 140 013	CO 040 048	
CO 010 044	CO 140 015	CO 040 051	
CO 010 045	CO 140 020		
	CO 140 026	Industrial Oriented	Personnel and Public Service
	CO 140 027		
	CO 140 030	CO 170 001	CO 090 027
	CO 140 031	CO 170 002	CO 090 033
	CO 140 032	CO 170 004	CO 090 050
	CO 140 034	CO 170 009	CO 090 056
	CO 140 035	CO 170 010	CO 090 064
	CO 140 037	CO 170 020	CO 090 066
	CO 140 039	CO 170 021	
	CO 140 040	CO 170 024	
	CO 140 041	CO 170 027	
	CO 140 043	CO 170 028	
	CO 140 044	CO 170 031	
	CO 140 045	CO 170 032	
	CO 140 047	CO 170 033	
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		CO 170 064	
		CO 170 065	

VII. GENERAL RELATED 109 - 139

CO 990 001 - CO 990 119

ADDRESSES OF PUBLISHERS 140 - 146

BEST COPY AVAILABLE

TITLE: THE AGRIBUSINESS ACHIEVEMENT TEST

AUTHOR: Peterson, Harrill, Horner
PUBLISHER: Houghton Mifflin
RELEVANT TO: Agriculture
TYPE OF MEDIA: Tests for agricultural understanding
SUBJECT CONTENT: The Agribusiness tests measure individual and group mastery of high school agriculture programs.
COST: Average to above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This test may be valuable in cooperative education to determine the achievement of a student which is to be placed on an Agribusiness job.

CO 010 001
35 forms per pack
Booklets - \$9.90
Answer sheets - \$4.50
Copyright: 1973
Reading level: 10-11

TITLE: AGRICULTURE AREA STUDY GUIDES

AUTHOR: Harold Binkley
PUBLISHER: Department of Vocational Education/University of Kentucky
RELEVANT TO: Agriculture
TYPE OF MEDIA: Student manuals
SUBJECT CONTENT: The study guides list a number of jobs dealing with the agriculture occupations. On the following page it has a worksheet.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This material could be developed for the individual student and his job as a year course of individual study. The references would have to be secured and organized to fully implement this workbook. Some of the manuals included are Farm Management, Feed Store Employee, Fertilizer and Chemical Salesman, and Assistant Meat Cutter.

CO 010 002
pp. 40 - \$30.00-set
Copyright: 1973
Reading level: 12

TITLE: AGRICULTURE BUSINESS MATERIAL SUBJECT MATTER UNITS

PUBLISHER: Vocational Agriculture Service/University of Illinois
RELEVANT TO: Agriculture
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: The units are Applying for a Job, Salesmanship, Human Relations, Business Procedures, Cash Register, Simplifying Work, Credit, Price, Inventory in Agriculture.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This could be used in the class phase of agriculture cooperative classes as a source of material to study and discuss and demonstrate.

CO 010 003
15¢ - 50¢
Reading level: 10-11

TITLE: AGRICULTURE COOPERATIVE TRAINING BOOKLETS

PUBLISHER: Texas A & M University
RELEVANT TO: Agriculture
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: The booklets are in four sections: the first is the assignment sheets for the student, the second is the answer sheets for the assignment, the third, topic test and the fourth is the answers to the test.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good to best buy
COMMENT: These booklets are designed for individual student work by each employee in cooperative education. The units are organized so additional references are necessary. This takes some time to develop but it is effective if complete. Sample titles are Swine Farm Employee, Horticulture Occupations, and Agriculture Machinery Equipment.

CO 010 004
pp.-variable
Copyright: 1973
Reading level: 10

TITLE: AGRICULTURE OCCUPATIONS

AUTHOR: Ohio Curriculum Materials

PUBLISHER: Agriculture Education Curriculum Material Service

RELEVANT TO: Agriculture

TYPE OF MEDIA: Textbook, student manual

SUBJECT CONTENT: The series of lesson units for agriculture related class will provide the student with basic information necessary in all businesses.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This series is available with a teacher's guide. It has provisions for the student to work out practical exercises in the units to provide him with the experiences in conjunction with his occupational experience program.

CO 010 005
pp.-varies - \$3.00 ea.
Copyright: 1971
Grade level: 11-12

TITLE: AN INTRODUCTION TO AGRICULTURE BUSINESS AND INDUSTRY

AUTHOR: J. T. Wegant, Norman Hoover, and David McClay

PUBLISHER: The Interstate Printers & Publishers, Inc.

RELEVANT TO: Agriculture

TYPE OF MEDIA: Reference book, Textbooks

SUBJECT CONTENT: The book covers careers in Agriculture, preparing for employment, human relations, how businesses are organized and how businesses operate.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: The first part of the book should be used in a career orientation class. The rest of the book deals with the job securing, and operations. The second part could be used in a co-op class of agri-business employed students.

CO 010 006
pp. 236 - \$3.75
Copyright: 1961
Reading level: 12

TITLE: APPROVED PRACTICES IN SOIL CONSERVATION

AUTHOR: Albert B. Foster

PUBLISHER: The Interstate Printers & Publishers, Inc.

RELEVANT TO: Applied Biological and Agriculture

TYPE OF MEDIA: Reference book, textbook

SUBJECT CONTENT: This book includes a discussion and a description of the soil and water conservation methods for a small operator while recognizing the changes brought about by improved technology and better equipment.

COST: Below average

LEARNING EFFECTIVENESS: Very good to outstanding

COST-EFFECTIVENESS: Very good to best buy

COMMENTS: This book would be valuable to a student in a class situation or as individual study. Its value would be greatly increased if the student could apply or see applied the practices as they are studying them in the book. This book would be valuable to anyone concerned with agriculture from the home-owner to the farmer.

CO 010 007
pp. 494 - \$6.25
Revised: 1973
Reading level: 11

TITLE: BALL AND ROLLER BEARING

PUBLISHER: American Association for Vocational Instructional Materials

RELEVANT TO: Applied Biological and Agriculture, Industrial, and School-Leaver Reading level: 13

TYPE OF MEDIA: Reference Book, Pamphlet

SUBJECT CONTENT: This pamphlet covers the basic material on bearings, selection, uses, servicing, and inspection.

COST: Below average

LEARNING EFFECTIVENESS: Very good to Outstanding

COST-EFFECTIVENESS: Very good to best buy

COMMENTS: This pamphlet could be used as a reference in classroom or for a student employed in the service industry. It is a copy of a publication used as the standard in basic bearing information for years.

CO 010 008
pp. 32 - 95¢

BEST COPY AVAILABLE

TITLE: BEEF CATTLE SCIENCE

AUTHOR: M. E. Ensminger

PUBLISHER: Interstate Printers & Publishers, Inc.

RELEVANT TO: Agriculture

TYPE OF MEDIA: Reference book, textbook

SUBJECT CONTENT: A book with information on all areas of beef cattle production from breeding to feeding and management. It reflects recent technological advances and improved practices.

COST: Above average to high cost

LEARNING EFFECTIVENESS: Very good to outstanding

COST-EFFECTIVENESS: Satisfactory to very good buy

COMMENT: This is a modern text with a great deal of information that could be used by a student employed on a beef operation as a reference. It could also be used as a text for both secondary and post-secondary classes studying practical scientific methods of beef cattle production.

CO 010 009
pp. 1020 - \$14.25
Revised: 1968
Reading level: 13

TITLE: CAREERS IN AGRIBUSINESS AND INDUSTRY

AUTHOR: Archie A. Stone

PUBLISHER: The Interstate Printer & Publishers Inc.

RELEVANT TO: Agriculture, WECEP

TYPE OF MEDIA: Reference book, Textbooks

SUBJECT CONTENT: This book shows a general view of opportunities in agri-business and how to prepare for a career in the various phases. It has chapters on each of the main occupations in agriculture.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENTS: This book could best be used as a career exploration book with a large or small group interested in Agriculture. It could best be used as an introduction with field trips or experiences to follow up. It could best be used as an introduction with field trips or experiences to follow up. It may also be used as a source of information for related careers in a coop class for individual study.

CO 010 010
pp. 345 - \$5.95
Copyright date: 1970
Reading level: 12

TITLE: CAREERS IN NATURAL RESOURCES MANAGEMENT, CAREERS IN FARM SUPPLIER, CAREERS IN FARM SERVICES, CAREERS IN ORNAMENTAL HORTICULTURE

PUBLISHER: Vocational Education Production (California State
Polytechnic College)

RELEVANT TO: Agriculture

TYPE OF MEDIA: Filmstrips, Sound tapes

SUBJECT CONTENT: The filmstrips cover the various careers in Agriculture related fields with a cassette narration for each one. It covers the area of careers and opportunities.

COST: Low

LEARNING EFFECTIVENESS: Very good to outstanding

COST-EFFECTIVENESS: Very good to best buy

COMMENTS: The filmstrips and cassettes can best be used in a career orientation program to develop interest in the agriculture related areas.

CO 010 011
Complete Set (8) - \$49.00
(1) Filmstrip, script
tapes - \$7.95 each
Copyright: 1969
Grade level: 10-12

TITLE: CHECK YOUR CHARACTER TRAITS

AUTHOR: Hoover, McClay, and Weyant

PUBLISHER: Interstate Printers & Publishers, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Self-test

SUBJECT CONTENT: This is a questionnaire for the student to check their individual traits.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory to very good buy

COMMENTS: This could be used in the class room for checking the student individual traits with a self-answer sheet. Suitable for individualizing instruction.

CO 010 012
pp. 50 - \$2.00
Copyright: 2nd edition, 1966
3rd edition available
Reading level: 11

TITLE: COMMUNICATIONS HANDBOOK

AUTHOR: Hadley, Read, and Head

PUBLISHER: Interstate Printers & Publishers, Inc.

RELEVANT TO: Applied Biological and Agriculture

TYPE OF MEDIA: Reference Book, Textbook

SUBJECT CONTENT: The book covers the main areas of communication with the public, such as speaking, writing, radio, television, photography, graphics, etc.

COST: Average

LEARNING EFFECTIVENESS: Very good to outstanding

COST-EFFECTIVENESS: Very good buy

COMMENTS: This book should be used in the coordinated club activity of the cooperative class in developing good public relations. It could be used first as a class coverage and then individual reports for publication.

CO 010 013

pp. 180 - \$4.75

Copyright date: 1967

Reading level: 10

TITLE: DAIRY CATTLE SCIENCE

AUTHOR: M. E. Ensminger

PUBLISHER: The Interstate Printers & Publishers, Inc.

RELEVANT TO: Applied Biological and Agriculture

TYPE OF MEDIA: Reference book, Textbook

SUBJECT CONTENT: This book covers the many areas of dairy farming. It has detailed information about breeds, breeding management, disease, equipment and other things related to dairy production.

COST: Above average

LEARNING EFFECTIVENESS: Very good to outstanding

COST-EFFECTIVENESS: Very good buy

COMMENTS: This book is designed to further information to coop students which are employed in the dairy farming business. It could best be used as a reference for the individual students' questions or as a text for a class in dairy farming.

CO 010 014

pp. 510 - \$10.75

Copyright: 1971

Reading level: 12

TITLE: ELECTRIC MOTORS: SELECTION-PROTECTION AND DRIVES

AUTHOR: W. Harold Parady

PUBLISHER: American Association for Vocational Instructional Materials

RELEVANT TO: Agriculture, Inter-Related, Industrial, CNT-Special, WECEP School-Leaver

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: This pamphlet covers the selection of the electric motors, care and selection of the best suited drives for the various jobs.

COST: Below average to low

LEARNING EFFECTIVENESS: Very good to outstanding

COST-EFFECTIVENESS: Very good to best buy

COMMENT: This pamphlet could best be used by a person employed in the maintenance field of equipment and supplies as a reference book. It could be used as a text book in classes. It would be best if the student had an opportunity to do an experiment with electric motors while studying this.

CO 010 015

pp. 49 - \$2.60

Copyright: 1972

Reading level: 10

TITLE: FLORISTRY MERCHANDISING AND SERVICES

AUTHOR: Plasco G. Moore

PUBLISHER: University of Texas/Division of Extension

RELEVANT TO: Agriculture, Inter-Related, Personnel and Public Services, Marketing

TYPE OF MEDIA: Reference book, study guide

SUBJECT CONTENT: The booklet covers the qualifications and experience for floral work. The merchandising aspect and flower shop facts, designing, wiring, and care and preparation of flowers.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good to best buy

COMMENT: This booklet and answer book could best be used as individual assignments and study for a student working in a floral shop. Very little other reference work is needed. It is up-to-date and the facts are important.

CO 010 016

pp.-varies

Copyright: 1974

Reading level: 10.5-11

BEST COPY AVAILABLE

TITLE: EOS - 20 SLIDES-ELECTRICAL SYSTEMS

PUBLISHER: John Deere Service Publication

RELEVANT TO: Agriculture

TYPE OF MEDIA: Slides

SUBJECT CONTENT: Slide series to accompany the Electrical System manual.

COST: High to above average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This can be used best by people employed as tractor maintenance workers who want an understanding of the electrical system.

CO 010 017

\$97.00 per set

Revised: Up to date

Grade level: 10-12

TITLE: EOS - 30 SLIDES-ENGINES

PUBLISHER: John Deere Service Publication

RELEVANT TO: Agriculture

TYPE OF MEDIA: Slides

SUBJECT CONTENT: The slides are for use in classroom with "Engines" manuals as students' texts.

COST: Above average to average

LEARNING EFFECTIVENESS: Normal to Very good.

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: The slide set is best used for students employed as tractor maintenance workers in engine service.

CO 010 018

195 slides - \$99.00

Revised: Up to date

Grade level: 10-12

TITLE: EOS - 10 SLIDES - HYDRAULICS

PUBLISHER: John Deere Service Publication

RELEVANT TO: Agriculture

TYPE OF MEDIA: Filmstrips

SUBJECT CONTENT: The slide set accompanies the manual dealing with the hydraulic system on tractors.

COST: Above average to high

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This comprehensive slide set is to be used in conjunction with the "Hydraulics" manual. It compares various types of hydraulic machines and shows how to locate failures.

CO 010 019

133 slides - \$66.00

Revised: up to date

Grade level: 10-12

TITLE: FUNDAMENTALS OF SERVICE - POWER TRAINS

PUBLISHER: John Deere Service Publications Dept.

RELEVANT TO: Agriculture, Industrial

TYPE OF MEDIA: Masters

SUBJECT CONTENT: 130 masters for transparencies on the different types of power trains for machinery.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: The masters should be used with the matching Fundamentals of Service manual. They could be used two ways: 1) in making transparencies for large class use or 2) for making worksheets for individual students.

CO 010 020

130 masters - \$13.00

Reading level: 7

TITLE: FUNDAMENTALS OF SERVICE - TIRES AND TRACKS

PUBLISHER: John Deere and Company

RELEVANT TO: Agriculture, Industrial

TYPE OF MEDIA: Reference book, textbook

SUBJECT CONTENT: This book covers the fundamental information on tires and tracks from how it works to why it fails and what to do about it.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This booklet show the methods used to service tractor tires and tracks. It could best be used by a student employed in a tractor repair shop. The information is technical and important.

CO 010 021
pp. 68 - \$2.90
Copyright: 1970
Reading level: 9

TITLE: GREENHOUSE MANAGEMENT FOR FLOWER AND PLANT PRODUCTION

AUTHOR: Kennard S. Nelson

PUBLISHER: The Interstate Printers & Publishers, Inc.

RELEVANT TO: Applied Biological and Agriculture

TYPE OF MEDIA: Reference Book, Textbook

SUBJECT CONTENT: This book covers the manager himself, business procedure, physical facilities, crop rotations and scheduling of crop. The cultural aspect of the business is covered from the soil environment and the air environment.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: This book could best be used by a student that is employed in a greenhouse as a reference book. In order to understand the importance of the material covered the student should study this material as he is experiencing these things in the greenhouse.

CO 010 022
pp. 240 - \$7.25
Copyright: 1973
Reading level: 14

TITLE: HANDBOOK OF AGRICULTURAL OCCUPATIONS

AUTHOR: Normal K. Hoover

PUBLISHER: Interstate Printers & Publishers, Inc.

RELEVANT TO: Applied Biological and Agriculture

TYPE OF MEDIA: Reference book and textbook

SUBJECT CONTENT: A vocational guidance handbook broadly outlining occupations in agriculture and related areas with education requirements and possibilities.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This textbook could best be used as a reference for a class in career orientation and guidance probably as a pre-vocational level or as a reference for occupations in all areas of agriculture and related areas.

CO 010 023
pp. 385 - \$6.75
Revised: 1969
Reading level: College 15

TITLE: HANDBOOK FOR YOUNG WORKERS

PUBLISHER: U. S. Department of Labor, Bureau of Labor Standards

RELEVANT TO: All areas

TYPE OF MEDIA: Pamphlet

SUBJECT CONTENT: This booklet covers labor laws, training opportunities and sources of help for the young worker.

COST: Below average to low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good to best buy

COMMENT: This booklet covers the basic information needed to get a job and hold it as far as labor laws and opportunities.

CO 010 024
pp. 29 - 50¢
Copyright: 1965
Reading level: 12

TITLE: FOS - 20 SLIDES-ELECTRICAL SYSTEMS

PUBLISHER: John Deere Service Publication

RELEVANT TO: Agriculture

TYPE OF MEDIA: Slides

SUBJECT CONTENT: Slide series to accompany the Electrical System manual.

COST: High to above average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This can be used best by people employed as tractor maintenance workers who want an understanding of the electrical system.

CO 010 017

\$97.00 per set

Revised: Up to date

Grade level: 10-12

TITLE: FOS - 30 SLIDES-ENGINES

PUBLISHER: John Deere Service Publication

RELEVANT TO: Agriculture

TYPE OF MEDIA: Slides

SUBJECT CONTENT: The slides are for use in classroom with "Engines" manuals as students' texts.

COST: Above average to average

LEARNING EFFECTIVENESS: Normal to Very good.

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: The slide set is best used for students employed as tractor maintenance workers in engine service.

CO 010 018

195 slides - \$99.00

Revised: Up to date

Grade level: 10--12

TITLE: FOS - 10 SLIDES - HYDRAULICS

PUBLISHER: John Deere Service Publication

RELEVANT TO: Agriculture

TYPE OF MEDIA: Filmstrips

SUBJECT CONTENT: The slide set accompanies the manual dealing with the hydraulic system on tractors.

COST: Above average to high

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This comprehensive slide set is to be used in conjunction with the "Hydraulics" manual. It compares various types of hydraulic machines and shows how to locate failures.

CO 010 019

133 slides - \$66.00

Revised: up to date

Grade level: 10-12

TITLE: FUNDAMENTALS OF SERVICE - POWER TRAINS

PUBLISHER: John Deere Service Publications Dept.

RELEVANT TO: Agriculture, Industrial

TYPE OF MEDIA: Masters

SUBJECT CONTENT: 130 masters for transparencies on the different types of power trains for machinery.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: The masters should be used with the matching Fundamentals of Service manual. They could be used two ways: 1) in making transparencies for large class use or 2) for making worksheets for individual students.

CO 010 020

130 masters - \$13.00

Reading level: 7

TITLE: FUNDAMENTALS OF SERVICE - TIRES AND TRACKS

PUBLISHER: John Deere and Company

RELEVANT TO: Agriculture, Industrial

TYPE OF MEDIA: Reference book, textbook

SUBJECT CONTENT: This book covers the fundamental information on tires and tracks from how it works to why it fails and what to do about it.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This booklet shows the methods used to service tractor tires and tracks. It could best be used by a student employed in a tractor repair shop. The information is technical and important.

CO 010 021
pp. 68 - \$2.90
Copyright: 1970
Reading level: 9

TITLE: GREENHOUSE MANAGEMENT FOR FLOWER AND PLANT PRODUCTION

AUTHOR: Kennard S. Nelson

PUBLISHER: The Interstate Printers & Publishers, Inc.

RELEVANT TO: Applied Biological and Agriculture

TYPE OF MEDIA: Reference Book, Textbook

SUBJECT CONTENT: This book covers the manager himself, business procedure, physical facilities, crop rotations and scheduling of crop. The cultural aspect of the business is covered from the soil environment and the air environment.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: This book could best be used by a student that is employed in a greenhouse as a reference book. In order to understand the importance of the material covered the student should study this material as he is experiencing these things in the greenhouse.

CO 010 022
pp. 240 - \$7.25
Copyright: 1973
Reading level: 14

TITLE: HANDBOOK OF AGRICULTURAL OCCUPATIONS

AUTHOR: Normal K. Hoover

PUBLISHER: Interstate Printers & Publishers, Inc.

RELEVANT TO: Applied Biological and Agriculture

TYPE OF MEDIA: Reference book and textbook

SUBJECT CONTENT: A vocational guidance handbook broadly outlining occupations in agriculture and related areas with education requirements and possibilities.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This textbook could best be used as a reference for a class in career orientation and guidance probably as a pre-vocational level or as a reference for occupations in all areas of agriculture and related areas.

CO 010 023
pp. 385 - \$6.75
Revised: 1969
Reading level: College 15

TITLE: HANDBOOK FOR YOUNG WORKERS

PUBLISHER: U. S. Department of Labor, Bureau of Labor Standards

RELEVANT TO: All areas

TYPE OF MEDIA: Pamphlet

SUBJECT CONTENT: This booklet covers labor laws, training opportunities and sources of help for the young worker.

COST: Below average to low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good to best buy

COMMENT: This booklet covers the basic information needed to get a job and hold it as far as labor laws and opportunities.

CO 010 024
pp. 29 - 50¢
Copyright: 1965
Reading level: 12

BEST COPY AVAILABLE

TITLE: HORSES AND HORSEMANSHIP

AUTHOR: M. E. Ensminger
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: The book covers the various phases of the business connected with horses and specific information in regard to the occupations related.
COST: Above average to average
LEARNING EFFECTIVENESS: Very good to outstanding
COST-EFFECTIVENESS: Very good buy
COMMENTS: This book could best be used by a student employed in a business related to horses, as a reference book. This book covers so many areas of the business that the student should study the areas which he is interested in or employed. It could also be used as a textbook for students interested in horses.

CO 010 025
pp. 384 - \$11.25
Copyright: 1969
Reading level: 10

TITLE: HOW ELECTRIC MOTORS START AND RUN

PUBLISHER: American Association for Vocational Instructional
RELEVANT TO: Applied Biological and Agriculture, Industrial, CWT
TYPE OF MEDIA: Reference Book, Pamphlet
SUBJECT CONTENT: The manual covers Part I: Understanding Basic Principles and Part II: Types of Motors and how they start and run.
COST: Average to low
LEARNING EFFECTIVENESS: Normal to outstanding
COST-EFFECTIVENESS EVALUATION: Satisfactory to best buy
COMMENTS: This manual could be used as a reference for students employed as any job using electric motors. It is easily read and understood.

CO 010 026
pp. 24 - \$2.95
Copyright: 1973
Reading level: 9

TITLE: AN INTRODUCTION TO AGRI BUSINESS MANAGEMENT

AUTHOR: Walter J. Mills
PUBLISHER: The Interstate Printers & Publishers Inc.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Reference book, Textbook
SUBJECT CONTENT: The book describes some of the important aspects of management, in an Agribusiness with subject as capital, organization, personnel and management covered.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: The book could best be used as an individual reference or small group reference for students that are employed in Agribusiness that need to further their knowledge on management. It could also be used as a textbook for the coop class in Agribusiness.

CO 010 027
pp. 122 - \$6.95
Copyright: 1973
Reading level: 16

TITLE: LIMNOLOGY: AN INTRODUCTION TO THE FRESH WATER ENVIRONMENT

AUTHOR: William H. Amos
PUBLISHER: LaMotte Chemical Products Co.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Teacher Guide, Reference book, textbooks, pamphlets, student manuals, multi-media learning kits, learning activity pacs
SUBJECT CONTENT: Describes aquatic forms of life. Also the patterns of water movement. Very good information on the life and aging of a pond.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Good for use in an environmental conservation or wildlife management course.

CO 010 028
pp. 38 - \$5.50
Copyright: 1969
Reading level: 15

TITLE: LOOKING AHEAD TO TEACHING VOCATIONAL AGRICULTURE

CO 010 029

AUTHOR: Ralph Woodin

30 slides - \$4.10

PUBLISHER: World in Color Productions

Copyright: Up-to-date

RELEVANT TO: Applied Biological and Agriculture

Listening level: 12

TYPE OF MEDIA: Slides and script

SUBJECT CONTENT: A series of 30 slides with script showing a career in teaching vocational agriculture and the opportunities and advantages of being a teacher of agriculture.

COST: Below average

LEARNING EFFECTIVENESS: Above average

COST-EFFECTIVENESS: Very good buy

COMMENTS: The slides are primarily for use with students in agriculture classes as a career orientation unit in exploring various careers.

TITLE: MEAT IDENTIFICATION KIT

CO 010 030

PUBLISHER: Interstate Printers and Publishers, Inc.

108 pictures - \$7.50

RELEVANT TO: Agriculture, Personnel and Public Services, Marketing

Viewing level: 6

TYPE OF MEDIA: Flash cards

SUBJECT CONTENT: This kit has a number of pictures of cuts of meat with a key for practice identification.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This kit could be used by students employed in the meat trade after they have studied the various cuts of meat from another reference or field trip. It could be used by students in the meat cutting and preparation areas. It is also used to prepare judging teams.

TITLE: THE MEAT WE EAT

CO 010 031

AUTHOR: P. Thomas Ziegler

pp. 539 - \$3.50

PUBLISHER: The Interstate Printers & Publishers, Inc.

Copyright: 1966

RELEVANT TO: Applied Biological and Agriculture, Inter-Related, Personnel and Public Services, Marketing

Reading level: 10

TYPE OF MEDIA: Reference book, textbook

SUBJECT CONTENT: It covers the slaughtering process of the various classes of livestock in the first part. The second part covers the use of meat as a food and the various cuts.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: This book could best be used as a reference for students which are involved with the meat industry from the slaughtering to the consumer. The first part is designed to help the student that will be slaughtering animals and the second part for the student that sells or prepares meat. The total book is best used when the student can correlate the study with the experience because the instructions are detailed.

TITLE: OKLAHOMA VOCATIONAL AGRICULTURE EDUCATION BASIC CORE CURRICULUM I, II, III, IV

AUTHOR: Oklahoma State Department of Vocational & Technical Education
 PUBLISHER: Curriculum and Instructional Material Center
 RELEVANT TO: Agriculture
 TYPE OF MEDIA: Teacher guide, programmed learning materials, reference book, study guide
 SUBJECT CONTENT: This is an outlining of four years of instruction in agriculture. The 1 unit covers careers, leadership, supervised training, animal science, plant and soils, and agricultural mechanics. The second book covers agricultural chemicals, leadership, supervised training, plant and soil, animal science, and agricultural mechanics. The third book covers plant and soil science, animal science, leadership, career selection and agriculture mechanics. The fourth book covers farm business management, leadership and careers, plant and soil science and agricultural mechanics.
 COST: Low
 LEARNING EFFECTIVENESS: Outstanding
 COST-EFFECTIVENESS: Best buy
 COMMENT: This teaching guide is designed to provide a basic core of instruction for agriculture students. Each unit includes objectives, suggested activities, information sheets, assignment sheets, job sheets, transparency masters, tests and test answers. Each unit has a suggested teaching time in terms of hours of instruction.

CO 010 032

4 books - \$10.00 ea.

Copyright: 1971

Reading level: Teacher

TITLE: ORNAMENTAL HORTICULTURE

AUTHOR: California State Polytechnic College
 PUBLISHER: Vocational Education Productions
 RELEVANT TO: Agriculture
 TYPE OF MEDIA: Filmstrips
 SUBJECT CONTENT: The six slides and filmstrips on ornamental horticulture show much of the important information. This learning kit provides a solid overview of the field, plus detailed demonstrations of the "how" and "why" of ornamental horticulture practices.
 COST: Below average
 LEARNING EFFECTIVENESS: Outstanding
 COST-EFFECTIVENESS: Very good buy
 COMMENT: This material is well developed for individual work or large group class work. The technical work on the film is excellent. Sample titles include Lawns and Ground Covers, Fertilizing Ornamental Plants, and Controlling Pests of Ornamental Plants.

CO 010 033

6 filmstrips - \$40.00

Copyright: 1972

Grade level: 10-12

TITLE: OUR ENVIRONMENT BATTLES WATER POLLUTION

AUTHOR: Charles E. Renn
 PUBLISHER: LaMotte Chemical Products Co.
 RELEVANT TO: Agriculture, Inter-Related, CWT
 TYPE OF MEDIA: Teacher guide, reference book, textbooks, pamphlets, multi-media learning kits, learning activity packages
 SUBJECT CONTENT: This booklet was intended to be of practical use and it is exactly that. This is an excellent booklet to get started and do some advanced work in water sciences. Covers many areas.
 COST: Below average
 LEARNING EFFECTIVENESS: Very good
 COST-EFFECTIVENESS: Satisfactory buy
 COMMENT: No special equipment required. Good for independent work in coop class for people with interest in pollution and water management.

CO 010 034

pp. 32 - \$.50

Copyright: 1962

Reading level: 15

TITLE: pH, BUFFERS AND ACID-BASE TITRATIONS

AUTHOR: Educational Products Division

PUBLISHER: LaMotte Chemical Products Co.

RELEVANT TO: Agriculture

TYPE OF MEDIA: Teacher Guide, Reference book, Pamphlets, Multi-media, and learning kits.

SUBJECT CONTENT: Good, clear, and concise explanation of theory of pH, buffers, acids, and bases. Very good explanation of color indicators.

COST: Below Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: Very excellent explanations and charts for the advanced student. Not too much expensive equipment required.

CO 010 035

pp. 16 - \$59.95

Copyright date: Up to date

Reading level: 13

TITLE: PLANNING FARM FENCES

PUBLISHER: American Association for Vocational Instructional Materials

RELEVANT TO: Applied Biological and Agricultural

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: This manual gives the basic information needed to make fences.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: This manual should be used as a reference for student employed on a farm. It is thorough and informative but it should be used in cooperation with experience.

CO 010 036

pp. 56 - \$1.85

Copyright: 1966

Reading level: 11

TITLE: PLANNING FOR AN INDIVIDUAL WATER SYSTEM

AUTHOR: G. E. Henderson

PUBLISHER: American Association for Vocational Instructional Materials

RELEVANT TO: Applied Biological and Agriculture

TYPE OF MEDIA: Reference book, Textbook

SUBJECT CONTENT: This book tells how to plan for a water supply. It covers the amount, sources, tests, protection and selection of the water system.

COST: average

LEARNING EFFECTIVENESS: Very good to outstanding

COST-EFFECTIVENESS: Very good to best buy

COMMENTS: This text is designed for a student who works in the business of sales and service of water systems. It needs no other reference material as it is written in a basic format.

CO 010 037

pp. 130 - \$5.95

Copyright: 1973

Reading level: 13

TITLE: PLANNING FOR AN IRRIGATION SYSTEM

AUTHOR: J. Howard Turner

PUBLISHER: American Association for Vocational Instructional Material

RELEVANT TO: Applied Biological and Agricultural

TYPE OF MEDIA: Reference book, textbook

SUBJECT CONTENT: The text provides the need of irrigation, determining the type of irrigation to use, and determining if the system is paying for itself.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory to very good buy

COMMENTS: This text would be valuable as a reference for a student employed in a shop that sells, installs and services the irrigation systems.

CO 010 038

pp. 100 - \$6.75

Copyright: 1971

Reading level: 10

TITLE: PLANT NUTRITION STUDIES

AUTHOR: Robert W. Stegner

PUBLISHER: LaMotte Chemical Products Co.

RELEVANT TO: Agriculture

TYPE OF MEDIA: Teacher guide, student manuals, teacher developed materials

SUBJECT CONTENT: In general this book shows the methods of growing plants hydroponically and experiments to show deficiencies and plant nutrient movement.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: This could be used to show principles or plant growth tests in a crop science or horticulture class. The cost of lab materials such as glassware and specialized chemicals would have to be planned ahead. Excellent to demonstrate many plant growth characters.

CO 010 039

pp. 74 - \$112.50

Copyright: 1971

Reading level: 14

TITLE: POULTRY SCIENCE

AUTHOR: M. E. Ensminger

PUBLISHER: The Interstate Printers & Publishers, Inc.

RELEVANT TO: Agriculture

TYPE OF MEDIA: Reference book, textbooks

SUBJECT CONTENT: This book gives the background of poultry production, feeding, housing, disease control, management. It covers the business aspect of poultry and marketing.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: This book could probably best be used as a reference for a student that was employed in the poultry industry. There are questions at the end of the chapters that could be used as study guide as the student completes the experiences on the job.

CO 010 040

pp. 270 - \$9.95

Copyright: 1971

Reading level: 16

TITLE: RETAIL FLOWER SHOP OPERATION AND MANAGEMENT

AUTHOR: Department of Agriculture Education

PUBLISHER: Pennsylvania State University

RELEVANT TO: Agriculture

TYPE OF MEDIA: Student manuals

SUBJECT CONTENT: This workbook covers the important things that must be understood to operate a flower shop. The major areas are floral arrangement, uses, and retail shop management.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This should be used with a student that is employed in a retail flower shop. There are questions to be answered at the beginning of each chapter and usually no other reference is necessary. The student should follow this with actual experience.

CO 010 041

pp. 135

Copyright: 1968

Reading level: 10

TITLE: RURAL RECREATION FOR PROFIT

AUTHOR: Smith, Partain, and Champlin

PUBLISHER: Interstate Printers & Publishers, Inc.

RELEVANT TO: Applied Biological and Agriculture

TYPE OF MEDIA: Reference book and textbook

SUBJECT CONTENT: A guide for rural landowners in planning, developing, operating and managing rural recreation enterprises - such as campgrounds, fishing areas and hunting areas.

COST: Average to below average

LEARNING EFFECTIVENESS: Normal to very good

COST-EFFECTIVENESS: Satisfactory to very good buy

COMMENTS: This book could best be used by a student as a reference book if he were interested in rural recreation development on his area or for someone else. It should be a valuable aid for an area often overlooked.

CO 010 042

pp. 319 - \$7.25

Revised: 1968

Reading level: College - 15

TITLE: SHEEP AND WOOL SCIENCE

AUTHOR: M. E. Ensminger
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Reference book, textbooks

CO 010 043
pp. 336 - \$11.25
Copyright: 1970
Reading level: 12

SUBJECT CONTENTS: The book covers a detail description of sheep and wool production. The areas covered are breeds, breeding management equipment, diseases, a good area of wool products and uses is covered.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory to very good buy

COMMENTS: The book could best be used by a student that was employed in a business related to sheep or wool. The book is large and detailed, therefore, it probably could best be used as a reference covering the areas in which the student has an interest and employment.

TITLE: SMALL ENGINES, VOLUME 1

AUTHOR: Turner
PUBLISHER: American Association for Vocational Instructional Materials
RELEVANT TO: Applied Biological and Agriculture, School-leaver
TYPE OF MEDIA: Reference book, textbook, study guide, student manual

CO 010 044
pp. 158 - \$6.25
Revised: 1971
Reading level: 9.5-10

SUBJECT CONTENTS: A very well written and illustrated text on a practical step-by-step method of small engine care and operation.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENTS: Students can overhaul their own small engines while following the text. This could serve as a text for a terminal program.

TITLE: SMALL ENGINES, VOLUME 2

AUTHOR: Turner
PUBLISHER: American Association for Vocational Instructional Materials
RELEVANT TO: Applied Biological and Agriculture, School-leaver
TYPE OF MEDIA: Reference book, textbook, study guide, student manual

CO 010 045
pp. 158 - \$8.95
Revised: 1971
Reading level: 9-9.5

SUBJECT CONTENTS: A very well written and illustrated text on a practical step-by-step approach to engine maintenance and repair.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENTS: The text could be best used in conjunction with shop experience on their own small engines.

TITLE: A STUDY OF WATER QUALITY

AUTHOR: Charles E. Denn
PUBLISHER: Lathrop Chemical Co.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Teacher guide, textbook, pamphlets, student manual, learning activities, exercises

CO 010 046
pp. 46 - \$3.50
Copyright: 1968
Reading level: 13

SUBJECT CONTENTS: Good general information on water movement, purity and nutrients in water. Very good for teacher introduction to a water unit.

COST: Low average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: This would be only work best for students who are just beginning in environment and water studies.

TITLE: THINK METRIC

CO 010 047

PUBLISHER: Paul Wallach

20 transparencies-\$42.25

PUBLISHER: DCA Educational Products, Inc.

Copyright: 1973

RELEVANT TO: Applied Biological and Agriculture, Industrial

Reading level: 7-9

TYPE OF MEDIA: Transparencies

SUBJECT CONTENT: There are twenty transparencies in the set. They are titled: Think Metric, English Measuring Units, Metric Units for Everyday Use, International System of Metric Units, The Metric Dollar, The Meter, The Kilogram, Capacity, Area, Temperature, Metric prefixes, Conversion Factors, Estimating in English and Metric Systems

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Since U.S. government contracts and business with foreign countries require use of the metric system, the schools should make the transition to the metric system as soon as possible.

TITLE: THE TRACTOR ELECTRICAL SYSTEM

CO 010 048

PUBLISHER: American Association for Vocational Instructional Materials

pp. 64 - \$2.45

RELEVANT TO: Applied Biological and Agriculture, Industrial

Copyright: Up to date

TYPE OF MEDIA: Reference book, pamphlet

SUBJECT CONTENT: This pamphlet covers the basic principles of electricity as used in power equipment from generation, regulation and AC generators.

COST: Average to low

LEARNING EFFECTIVENESS: Normal to outstanding

COST-EFFECTIVENESS: Satisfactory to best buy

COMMENTS: This publication covers the basic material for understanding the electrical system of a tractor. It could be used as a reference for individual instruction for students employed in servicing tractors.

TITLE: TRACTOR OPERATION AND DAILY CARE

CO 010 049

PUBLISHER: American Association for Vocational Instructional Materials

pp. 120 - \$4.95

RELEVANT TO: Applied Biological and Agriculture

Revised: 1970

TYPE OF MEDIA: Reference book, textbook

Reading level: 12

SUBJECT CONTENT: This book deals with the proper tractor operation procedures and maintenance for both carburetor and diesel engines.

COST: Above average to average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good to best buy

COMMENT: This book could be used as a reference for a student in preparing to take the test on safe tractor operation which is necessary for the Department of Labor requirements.

TITLE: TRACTOR TRANSMISSIONS

CO 010 050

PUBLISHER: American Association for Vocational Instructional Materials

pp. 32 - \$1.45

RELEVANT TO: Applied Biological and Agriculture, Industrial

Copyright: Up to date

TYPE OF MEDIA: Textbook, pamphlet

Reading level: 10

SUBJECT CONTENT: This publication has the basic information about gears, transmissions, bearings and the different gearing systems used in transmissions.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This publication should be used by the student employed in a tractor repair shop as a reference book for questions he may have on basic transmission work.

TITLE: TREES FOR 2001

AUTHOR: The American Forest Institute

PUBLISHER: Guidance Associates

RELEVANT TO: Agriculture

TYPE OF MEDIA: Teacher guide, filmstrips, sound tapes

SUBJECT CONTENT: The filmstrip and record describe the various jobs in forestry management and related fields from the profession forester to the logger.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This material could best be used as a career orientation unit with the students as they are exploring which field they would like to pursue.

CO 010 051

116 frames - \$19.50

Copyright: 1973

Reading level: 12-13

TITLE: TURF MANAGEMENT HANDBOOK

AUTHOR: Howard B. Sprague

PUBLISHER: The Interstate Printers and Publishers, Inc.

RELEVANT TO: Agriculture

TYPE OF MEDIA: Textbooks

SUBJECT CONTENT: This book covers the main problems of raising Turf. Such things as diseases, machinery necessary soils, weeds and their control, and most of the basic information about Turf management.

COST: Below Average

LEARNING EFFECTIVENESS: Very good to outstanding

COST-EFFECTIVENESS: Very good to best buy

COMMENT: This book would be well worth the while of any group or individual to study what was going into turf work such as golf course management grounds maintenance, or landscaping contractors. It could be used as individual study or as a large group class text if there were that many people involved in Turf Management.

CO 010 052

pp. 253 - \$7.25

Copyright: 1970

Reading level: 15

TITLE: UNDERSTANDING AND MEASURING HORSEPOWER

AUTHOR: Harold Parady

PUBLISHER: American Association of Vocational Instructional Materials

RELEVANT TO: Applied Biological and Agriculture

TYPE OF MEDIA: Reference book, textbook, study guide

SUBJECT CONTENT: A simple approach to describing horsepower and its measurement, accompanied with excellent illustrations.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: Material could be best used on a lecture discussion basis with limited shop use. First four parts are easily understood and applicable.

CO 010 053

pp. 72 - \$3.55

Copyright: 1969

Reading level: 10

TITLE: ADVANCED TYPING

CO 140 001

PUBLISHER: H.M. Rowe Company

20 lessons

RELEVANT TO: Office

Copyright: 1961

TYPE OF MEDIA: Pamphlets

Reading level: 11-12

SUBJECT CONTENT: Advanced work in statistical copy tabulations. Problems are quite long and involved.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent for advanced students who are interested in developing further skill in numbers and tabulated material. Good as a source of supplemental problems.

TITLE: ADVANCED TYPING PROJECTS

CO 140 002

AUTHOR: Sass

pp. 63 - \$1.60

PUBLISHER: Pitman Publishing Company

Revised: 1961

RELEVANT TO: Office

Reading level: 10

TYPE OF MEDIA: Teacher guide and textbook

SUBJECT CONTENT: Diversified office projects containing 178 problems based on an office. Typists most common duties. Exercises are graded and content is varied to apply to different business situations.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: Would be very good source for various problems used at different times in an Office Occupation class or in business machines. Can easily be used in part. Drawback: Still has zone numbers in letter addresses.

TITLE: APPLIED SECRETARIAL PROCEDURES

CO 140 003

AUTHOR: Irles, Powe, Travis and Blockhaus

pp. 533--\$ in press

PUBLISHER: McGraw-Hill Book Company

Copyright date: 1974

RELEVANT TO: Office

Reading level: 11

TYPE OF MEDIA: Teacher guide, textbook and workbook

SUBJECT CONTENT: Covers typical materials for this type book. Sections are: a secretarial career; basic secretarial procedures; office systems, job seeking; and on-the-job project. Contains appendices on references and English grammar.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Is well organized and information and materials are current.

TITLE: BASIC OFFICE PRACTICES AND PROCEDURES

CO 140 004

PUBLISHER: Eye Gate House

Film--\$57.00 for set of six

RELEVANT TO: Inter-related, Office, Personnel and Public Services,

Copyright date: up to date

CWT, CWT-Special, and WECEP

Reading level: 13

TYPE OF MEDIA: Teacher guide, filmstrips and records

SUBJECT CONTENT: The filmstrips give an overview of basic office machines the students will likely come in contact with, how to answer the telephone and follow through with messages, etc., transmitting of mail and memos, how to deal with people and to help their employers get more done, basic filing and office systems, decisions a girl must make to be a secretary.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: The only equipment needed is a filmstrip projector and a record player which are usually standard equipment or available from the Audio Visual Department. There is no additional cost to the use of this material. These are up-to-date filmstrips, telling it like it is. These filmstrips give the students more of an idea about the machines they use in an office, the set up of an office, the procedures in running an office smoothly, how to help one another in an office, and how to get along with people--the qualification which is top of the list if the student is to be happy and retain her job.

TITLE: BUSINESS FILING
AUTHOR: Dr. Wanda Blocklus
PUBLISHER: Coronet Films
RELEVANT TO: Office
TYPE OF MEDIA: Filmstrips and records
SUBJECT CONTENT: Total of six filmstrips covering: alphabetizing rules, alphabetic correspondence, other filing systems, charge and transfer methods, types of equipment, and data processing and microfilming.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Used to clarify individualized instruction of filing during that unit.

CO 140 005
 6 filmstrips, 3 records--\$55.00
 6 filmstrips, 6 cassettes--\$70.00
 Copyright date: 1970
 Grade level: 11-14

TITLE: BUSINESS LETTER TYPING (2ND Ed.)
AUTHOR: Casady and Casady
PUBLISHER: South-Western Publishing Company
RELEVANT TO: Office
TYPE OF MEDIA: Spiral-bound drill book
SUBJECT CONTENT: Good up-to-date letters with problem situations--good review material and production skill building material.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This publication could be greatly used by students in the Office Education program. It could be used on an individual or large group basis.

CO 140 006
 pp. 112--\$2.58
 Copyright date: 1973
 Reading level: 10.5

TITLE: BUSINESS MACHINES PRACTICE SET
AUTHOR: Albertson
PUBLISHER: McGraw-Hill Book Company
RELEVANT TO: Office and WECEP
TYPE OF MEDIA: Teacher guide and workbook-textbook
SUBJECT CONTENT: Projects for machines covering work in 6 departments within a company. All papers and forms are included in the book. (No typewriter is required)
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Advantage: can be used without a typewriter.

CO 140 007
 55 jobs--\$ in press
 Revised: 1974
 Reading level: 11

TITLE: BUSINESS MATH 130
AUTHOR: R. Robert Rosenberg
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Inter-related, Office, WECEP, and School-leaver
TYPE OF MEDIA: Textbook and workbook
SUBJECT CONTENT: Specifically designed for students in Office Occupations areas of study. Includes 30 units covering office oriented material and a review at the end.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Directly geared toward Office Occupations.

CO 140 008
 pp. 124--\$1.86
 Copyright date: 1968
 Reading level: 11

TITLE: BUSINESS MATH ON THE JOB--A PRACTICE SET

CO 140 009

AUTHOR: Rosenberg and Sexton

pp. 93--\$1.86

PUBLISHER: Gregg Division, McGraw-Hill Book Company

Copyright date: 1969

RELEVANT TO: Inter-related, Office, Personnel and Public Services,
Marketing, CWT, WECEP, and School-leaver

Reading level: 12

TYPE OF MEDIA: Textbook and workbook

SUBJECT CONTENT: Covers problems in all areas where math is handled by business people. No general review of math is given other than the problems.

COST: Below average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Seems very basic--and possibly a bit too simple for some students. However, any student having problems in the area should find it helpful.

TITLE: CHARM IN THE OFFICE AND PROFESSIONAL PROJECTION

CO 140 010

AUTHOR: Bobbie Ray Bowler

84 slides--48 minute tape

PUBLISHER: Milady Publishing Corporation

Copyright date: 1970

RELEVANT TO: Office and WECEP

Listening level: 9-10

TYPE OF MEDIA: Teacher guide, slides, sound tapes (cassettes), reviews of lessons in many ways which are helpful. Slides very enjoyably done.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Combination of well-done slides and interesting commentary gives good instructional materials.

TITLE: CLERICAL OFFICE PRACTICE SET (2ND Ed.)

CO 140 011

AUTHOR: Sandry

pp. 92 jobs--\$2.00 inst. book

PUBLISHER: Pitman Publishing Company

\$4.56 supplies

RELEVANT TO: Office

Revised: 1973

TYPE OF MEDIA: Teacher guide, student manuals and supplies

Reading level: 10

SUBJECT CONTENT: Uses realistic office situations. Skills used are: handwriting, record-keeping, business arithmetic, filing, taking messages, and following directions. Materials are current.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: Jobs are overlapping and progressive. Information from one is used later in another.

TITLE: CLERICAL OFFICE TYPING

CO 140 012

AUTHOR: Lessenberry, Crawford, Erickson, Bartholome, and Warner

pp. 70 each--\$2.28 each

PUBLISHER: South-Western Publishing Company

Copyright date: 1972

RELEVANT TO: Inter-related, Office, CWT and WECEP

Reading level: 7

TYPE OF MEDIA: Student manuals, learning activity packages (4 LAPS)

SUBJECT CONTENT: LAPS cover: centering and tables, business forms, memo, letters, and reports.

Integrated project learning.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Very good for low-ability students as a learning or a review of basic typing skills. Each LAP can be used where needed--the textbook is not needed in order to complete them.

TITLE: COMPUTER PROGRAMMING WITH COBOL

CO 140 013

AUTHOR: Market and Hartford
PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-related, Office, and WECEP
TYPE OF MEDIA: Teacher guide and textbook
SUBJECT CONTENT: Covers: introduction to Cobol, basic Cobol statements, the procedure division in Cobol, programming techniques using Cobol, and job control languages.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Good for more advanced students.

pp. 216--text \$3.90

instr. 1.50

Copyright date: 1974

Reading level: 13

TITLE: EFFECTIVE HUMAN RELATIONS

CO 140 014

AUTHOR: Fanning, Jennings, Santos
PUBLISHER: 3-M, Visual Products Division
RELEVANT TO: Office
TYPE OF MEDIA: Transparencies
SUBJECT CONTENT: 20 transparencies dealing with various traits or attitudes of employees and the effect of them on job performance.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory Buy
COMMENT: The transparencies would provide a basic understanding for the beginning of a unit on human relations with a text needed in addition to the transparencies.

Transparencies (20) - \$35.00

Copyright: 1968

Reading Level: 10

TITLE: ELECTRONIC DATA PROCESSING WRITTEN FOR THE LAYMAN (THREE BOOKS)

CO 140 015

PUBLISHER: National Cash Register Company
RELEVANT TO: Office
TYPE OF MEDIA: Three booklets
SUBJECT CONTENT: Book 1: What is Data Processing? Book 2: What is Binary Arithmetic? Book 3: What is a computer? All simply written and well-illustrated.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Should be good to use as a general introduction to data processing for students who have not taken any courses in this area, but who have a definite interest.

pp. 10-15 in ea. booklet--50¢ a booklet or \$1.25 pkg.

Reading level: 14

Copyright date: up to date

TITLE: ELEMENTS OF COMPUTER PROGRAMMING: FORTRAN

CO 140 016

AUTHOR: Market and Hartford
PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-related, Office and WECEP
TYPE OF MEDIA: Textbook and teacher guide
SUBJECT CONTENT: Covers: introduction to programming; requirements of the Fortran language; basic Fortran statements; debugging; reading and writing in Fortran; other Fortran characteristics; business and data processing, documentation, and advanced programming and summary.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory
COMMENT: Good for advanced students.

pp. 224--\$3.90*

\$1.50 teacher's manual

Copyright date: 1973

Reading level: 13

TITLE: ESSENTIAL BUSINESS PRACTICE (2ND Ed.)

AUTHOR: Charles G. Reighner
PUBLISHER: H. M. Rowe Company
RELEVANT TO: Office

CO 140 017
pp. 10 practice sheets--\$1.72
text--\$1.44
Revised: 1969

TYPE OF MEDIA: Teacher guide, textbook, study guide (working papers)
SUBJECT CONTENT: Incorporates basic business math and the completing of business forms. Includes 10 practice sheets and 110 jobs to be completed. All forms needed are included with the working papers.

Reading level: 10

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This set works very well as a culminating unit at the end of the year to reinforce the math and review the various business forms. Math practice sheets also work well as review before students begin work on the arithmetic machines.

TITLE: FLOW CHARTS--MACHINE MATHEMATICS

AUTHOR: Smith and Winters
PUBLISHER: Victor Comptometer Corporation
RELEVANT TO: Office

CO 140 018
pp. 221--\$3.00, wkbk \$1.00
Copyright date: 1969
Reading level: 8-9

TYPE OF MEDIA: Spiralbound textbook and study guide

SUBJECT CONTENT: A complete booklet which combines information found in most machine texts with information concerning computer math through the use of flow charts. This is one of two booklets in this course.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Very well done and the only booklet known to the evaluator which relates these two methods of math so completely.

TITLE: GREGG DICTATION (2ND Ed.)

AUTHOR: Louis A. Leslie, Charles E. Zoubek and Madeline Striney
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Office

CO 140 019
pp. 448--\$4.14
Copyright date: 1971
Reading level: text, 9.5-10,

TYPE OF MEDIA: Teacher guide, textbook and study guide

wkbk., 9.5-10, student transcripts, 11

SUBJECT CONTENT: Serves as a link between shorthand theory and advanced dictation and transcription and serves as a terminal course for same.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Tapes available.

TITLE: THE GREGG OFFICE JOB TRAINING PROGRAM

AUTHOR: Albertson, Duchan, Foster, French, Hodges, Kirk, Morris, Krevolin, Poland, Risser and Sherster
PUBLISHER: McGraw-Hill Book Company
RELEVANT TO: Inter-related, Office, Personnel and Public Services, CWT, CWT-Special, and WECEP

CO 140 020
pp. variable--\$165.00
Copyright date: 1973
Reading level: 6

TYPE OF MEDIA: Teacher guide, programmed learning materials, student manual, learning activity packages, teacher developed materials and in-basket jobs.

SUBJECT CONTENT: Fifteen individual job training programs designed to really prepare students for employment in a combination of high-frequency office jobs and give them a broad base of office skills. All skills are developed and applied in an integrated manner. The student may advance at his own pace.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: No additional equipment is necessary other than regular machines, desks, etc., found in a business education department. This set of materials may be used in cooperative vocational education on an individualized basis (with all students participating or only a few). It is particularly good for those students who are not on a job where they are getting varied experience. They are free to explore various jobs which gives them knowledge of office jobs they may not come in contact with through any other means.

TITLE: GREGG SHORTHAND (2ND ED.)

AUTHOR: John Robert Gregg, Louis A. Leslie and Charles E. Zoubek
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Office

CO 140 021
pp. 320--\$4.14
Copyright date: 1971
Reading level: text, 10

TYPE OF MEDIA: Teacher guide, filmstrips, textbook and sound tapes

SUBJECT CONTENT: Presents complete theory of Gregg Shorthand, including business vocabulary, some spelling and punctuation.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Tapes could be used for dictation purposes.

TITLE: GREGG SPEED BUILDING (2ND ED.)

AUTHOR: John Robert Gregg, Charles E. Zoubek, Louis A. Leslie, and William Mitchell
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Office

CO 140 022
pp. 448--\$4.47
Copyright date: 1972
Reading level: text, 9-10

TYPE OF MEDIA: Teacher guide, textbook and study guide (workbook)

SUBJECT CONTENT: Advanced shorthand--planned to develop student's ability to take dictation rapidly on newer and larger vocabulary and to transcribe letters rapidly and accurately in good form.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Cassettes available for dictation purposes.

TITLE: GREGG TRANSCRIPTION (2ND Ed.)

AUTHOR: Louis A. Leslie

PUBLISHER: Gregg Division, McGraw-Hill Book Company

RELEVANT TO: Office

TYPE OF MEDIA: Teacher guide, textbook, study guide and workbook

SUBJECT CONTENT: Teaches student to combine skills in shorthand and typewriting and to use his knowledge of English in the production of mailable letters.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Gives the student good opportunity to apply their learned skills in production of mailable letters.

CO 140 023

pp. 448--\$4.47

Copyright date: 1972

Reading level: text, 14,
wkbk., 10.5-11

TITLE: HOW TO READ A FINANCIAL REPORT (4TH Ed.)

PUBLISHER: Merrill, Lynch, Pierce, Fenner & Smith, Inc.

RELEVANT TO: Office and Marketing

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Simple concepts and facts about working with financial reports.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Good for reference only. Suitable for individualizing instruction.

CO 140 024

pp. 31--sample free

classroom set--small price

Copyright: 1973

Reading level: 12

TITLE: IT'S FUN TO WRITE LETTERS & THE PERFECT SECRETARY

AUTHOR: Jane Eaton

PUBLISHER: Eaton Paper Division of Tuftrun

RELEVANT TO: Office

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: Both pamphlets are good handbooks of office manners, tricks of the trade, and proper forms of writing letters.

COST: Low

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Very Good Buy

COMMENTS: Excellent supplementary aids for girls in Office Education. Good reminder to use in the classroom and on the job as well.

CO 140 025

pp. 35 & 32 - Free

Revised: 1973

Reading Level: 10-11

TITLE: JUST A SECRETARY

AUTHOR: First National City Bank

PUBLISHER: Educational Activities, Inc.

RELEVANT TO: Office and WECEP

TYPE OF MEDIA: Teacher guide, filmstrips, and records

SUBJECT CONTENT: Through the record and filmstrip: It shows all things a secretary must be on her job. And, it explains and shows examples of each in a very clear and interesting way. (Uses a cartoon style to some extent).

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Uses a filmstrip projector and record player--or a combined unit. Does very well in showing the important position that a secretary has in the company.

CO 140 026

1 record and 1 filmstrip--\$12.95

Copyright: 1966

Listening level: 10-11

TITLE: JUST A TELLER

AUTHOR: First National City Bank
PUBLISHER: Educational Activities, Inc.
RELEVANT TO: Office and WECEP

CO 140 027
1 record and 1 filmstrip--\$12.95
Copyright: 1967
Listening level: 10-11

TYPES OF MEDIA: Teacher guide, filmstrip and record

SUBJECT CONTENT: Through the record and filmstrip: Introduction to the makeup of a metropolitan bank, with people in the bank all being important; does a very good job of covering all types of problems a teller may experience. Uses cartoon style to some extent.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Only needs a filmstrip projector and a record player--or a combined unit. Good for relating information about one particular type of job.

TITLE: KEYPUNCH, TEXT WORKBOOK

PUBLISHER: ITT Educational Services, Inc.

RELEVANT TO: Inter-related, Industrial, Office, Marketing, and CWT

TYPE OF MEDIA: Programmed learning materials, textbook, and student manuals

SUBJECT CONTENT: Introductory course in data processing and more specifically, keypunch.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Very good introductory course in data processing and keypunch. Need keypunch equipment in order to develop keypunch operator. There are ample reinforcement exercises to use.

CO 140 028
pp. 264 - \$10.13
Revised: 1969
Reading level: 11

TITLE: MEDICAL TYPING

AUTHOR: Frances Way Edmondson

PUBLISHER: G. P. Putnam's Sons

RELEVANT TO: Office

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: A thorough coverage of dictionary usage (regular and medical); a review of medical reference material; and medical typing.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: For a student with a very definite interest in going into a medical career.

CO 140 029
pp. 183
Copyright: 1965
Reading level: 13

TITLE: OFFICE MACHINES COURSE: ADDING AND CALCULATING MACHINE (4th Ed.)

AUTHOR: Cornelia Pasework and Agnew

PUBLISHER: South-Western Publishing Company

RELEVANT TO: Office and WECEP

TYPE OF MEDIA: Teacher guide, textbook and workbook

SUBJECT CONTENT: Incorporates the use of all arithmetic machines with problem solutions which are practical to office skills. Directions well written.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: The workbook can be used very well for all types of uses, from individual instruction to large group instruction. It can also be used in one semester or broken up and used during the year at various times.

CO 140 030
pp. 60--\$2.60
Copyright: 1971
Reading level: 8

TITLE: OFFICE OCCUPATIONS

CO 140 031

PUBLISHER: Delmar Publishers

pp. 48--\$1.05

RELEVANT TO: Office and WECEP

Copyright: 1970

TYPE OF MEDIA: Programmed learning materials

Reading level: 9

SUBJECT CONTENT: Covers lessons in programmed layout; nature of the work; education and training needed; personal qualities needed; where the jobs are; wages and benefits; and tests.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good for general exploration of office occupations.

TITLE: OFFICE PRACTICE FOR TYPISTS (2ND Ed.)

CO 140 032

AUTHOR: Charles G. Reigner

pp. 31 assignments--text, \$1.20; papers, \$3.08

PUBLISHER: H. M. Rowe Company

Revised: 1966

RELEVANT TO: Inter-related; Office, CWT, WECEP

Reading level: 14

TYPE OF MEDIA: Teacher guide, textbook and study guide

SUBJECT CONTENT: Covers all types of typical business typing. Instructions are given in conversation form, as they would be in an office.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This is a very effective review business typing set. Effective at the beginning of the year as a review--or incorporated into the year's work as a general review.

TITLE: OFFICE PRACTICE: MANNERS AND CUSTOMS

CO 140 033

AUTHOR: Dr. James R. Meehan

Film (13 1/2 min.)--\$175.00 color

PUBLISHER: Coronet Films

Copyright: 1972

RELEVANT TO: Office

Grade level: 11-12

TYPE OF MEDIA: Film

SUBJECT CONTENT: First day on a new job--what to be careful of, what to look for, and how to act.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This is a very good film to use as an introductory to a student's first day on the job. A good discussion should follow the film.

TITLE: OFFICE STYLE DICTATION TAPES

CO 140 034

AUTHOR: Eleanor Skimin and Patsy McMurtrie

4 tapes--\$30.00

PUBLISHER: Teaching Aids, Inc.

Copyright: 1971

RELEVANT TO: Inter-related, Office, CWT, CWT-Special, WECEP and School-leaver

Grade level: 11-12

TYPE OF MEDIA: Sound tapes

SUBJECT CONTENT: Introduces the learner to varying techniques and idiosyncrasies of dictators, including speaking, repeating, inserting, and correcting. Dictation is given in three different companies. Each assignment is preceded with specifications to be used in that office; there is much stress put on listening and following directions.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: No special equipment is necessary other than typewriter, recorder, and/or console with channels. This is excellent material for girls who don't get dictation experience from various people, but who are called in for dictation with no forewarning. It is a vocabulary-building technique and a measure for emphasizing listening and following directions. It must be used intermittently--not as an everyday instruction or even several days in succession.

TITLE: PRACTICAL OFFICE TYPEWRITING

AUTHOR: Rosen and Cleary

PUBLISHER: Pitman Publishing Company

RELEVANT TO: Office and WECEP

TYPE OF MEDIA: Teacher guide, textbooks and working papers

SUBJECT CONTENT: Contains fifty-three typing jobs grouped by business departments. Gives students not only typing skills but also training in office procedures and information.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COMMENT: Good for office simulation course. Gives advanced work in typing--some different jobs than usually found in typing texts--more practical to actual office work.

CO 140 035

pp. 53 Jobs--\$2.33 text & \$6.47 supplies

Revised: 1969

Reading level: 10

TITLE: PROGRAMMED GREGG SHORTHAND, EXPERIMENTAL EDITION

AUTHOR: Hosler, Condon, Grubbs and Hoffman

PUBLISHER: McGraw-Hill Book Company

RELEVANT TO: Office and Personnel and Public Services

TYPE OF MEDIA: Programmed learning materials, textbook and cassettes

SUBJECT CONTENT: Text workbook set-up very good, lesson for lesson, but cassettes are for each review lesson at the end of each chapter and great along with book for catch-up review or help for slow learners.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Very good for students working along to "brush up" on his first semester of shorthand. (individualized instruction)

CO 140 036

pp. 478--\$8.25

Copyright: 1969

Reading level: 8-9

TITLE: PROJECTS IN CLERICAL RECORD KEEPING (3RD Ed.)

AUTHOR: Henry J. Rosenberg

PUBLISHER: South-Western Publishing Company

RELEVANT TO: Office and WECEP

TYPE OF MEDIA: Textbook and workbook

SUBJECT CONTENT: Contains projects for six companies. Covers many duties and the projects can be ordered separately at about 80¢ to \$1.20 per set.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Well written and can be split and used at various times for various students.

CO 140 037

pp. 337--\$3.76

Copyright: 1968

Reading level: 11

TITLE: SECRETARY, A NORMAL DAY

AUTHOR: Dr. James R. Meehan

PUBLISHER: Coronet Films

RELEVANT TO: Office

TYPE OF MEDIA: Film

SUBJECT CONTENT: Describes basic duties of secretaries such as filing, typing and transcription, recording of shorthand, message taking, etc.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent for a shorthand-secretarial class.

CO 140 038

Film (11 min.)--\$65.00 black & white

\$130.00 color

Copyright: 1966

Grade level: 11-12

TITLE: THE SECRETARY ON THE JOB

CO 140 039

AUTHOR: Mary Witherow
 PUBLISHER: Gregg Division, McGraw-Hill Book Company
 RELEVANT TO: Office and WECEP
 TYPE OF MEDIA: Learning activity package and practice set
 SUBJECT CONTENT: A set of 28 jobs well written. Includes general directions and samples of items to be typed. Some material is dictated by the instructor.
 COST: Below average
 LEARNING EFFECTIVENESS: Very good
 COST-EFFECTIVENESS: Very good buy
 COMMENT: Could be very useful for a student who has completed two years of typing, business machines and shorthand. A good set to use at the end of the year for office occupations or a model office course.

28 jobs--\$2.34
 Copyright: 1967
 Reading level: 13

TITLE: SECRETARIES ON THE SPOT

CO 140 040

PUBLISHER: National Secretaries Association
 RELEVANT TO: Office, WECEP
 TYPE OF MEDIA: Reference book, textbooks
 SUBJECT CONTENT: A book of problem situations for secretaries. Covers such areas as new job, human relations, communications, office records, secretarial duties. Also includes report of action actually taken in situations given.
 COST: Low
 LEARNING EFFECTIVENESS: Outstanding
 COST-EFFECTIVENESS: Best buy
 COMMENT: This could be beautifully used for general discussion purposes periodically during the year. With the report of action taken being included it is just that much better.

pp. 156 - \$4.00
 Revised: 2nd edition
 Reading level: 12

TITLE: SPELLING DRILLS AND EXERCISES - PROGRAMMED FOR THE TYPEWRITER

CO 140 041

AUTHOR: Brendel and Near
 PUBLISHER: Gregg Division, McGraw-Hill Book Company
 RELEVANT TO: Inter-related, Office, Personnel and Public Services, CWT, WECEP, and School-leaver
 TYPE OF MEDIA: Programmed learning materials
 SUBJECT CONTENT: Well written material covering all areas of spelling and its problems. Includes lessons and tests.
 COST: Low
 LEARNING EFFECTIVENESS: Very good
 COST-EFFECTIVENESS: Very good buy
 COMMENT: Should be a big help to students with problems in this area. Material can be used with or without a typewriter. Suitable for individualizing instruction.

pp. 108--\$1.68
 Copyright: 1968
 Reading level: 10.5-11

TITLE: STATISTICAL TYPING WITH TABULATION PROBLEMS (2ND Ed.)

CO 140 042

AUTHOR: S. J. Wanous
 PUBLISHER: South-Western Publishing Co.
 RELEVANT TO: Office
 TYPE OF MEDIA: Textbook (paperback)
 SUBJECT CONTENT: Supplementary book including: figure and symbol key drills; basic tabulation information, tabulation problems, business papers with tabulations, tabulation tests. Most problems are short.
 COST: Low
 LEARNING EFFECTIVENESS: Very good
 COST-EFFECTIVENESS: Very good buy
 COMMENT: A very good supplemental text for ext a work on statistical copy of all types. Good for student review and brush up work. Has various types of tabulation problems sectioned off for easier usage.

pp. 62--\$1.52
 Copyright: 1956
 Reading level: 9

TITLE: TELETRAINING FOR BUSINESS STUDIES

CO 140 043

AUTHOR: American Telephone and Telegraph Company

pp. 120--free

PUBLISHER: Bell Telephone Companies, Distributors

Revised: 1965

RELEVANT TO: Inter-related, Office, Marketing, CWT-regular, WCEP

Reading level: 10

SUBJECT CONTENT: Covers such areas as: suggested procedures, basic telephone information, distributive education, and the telephone; additional aids and information and role-playing materials.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Materials can be used with or without the teletrainer unit provided by the telephone company.

TITLE: 10,000 MEDICAL WORDS

CO 140 044

AUTHOR: Edward E. Byers, Ed.D.

pp. 122--\$2.34

PUBLISHER: Gregg Division, McGraw-Hill Book Company

Copyright: 1972

RELEVANT TO: Health, Office and School-leaver

Reading level: 13+

SUBJECT CONTENT: Medical words spelled and divided for quick reference. Also has a reference section of medical abbreviations and acronyms.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent reference for anyone working in medical areas where they must write, type or transcribe medical terms. The book is small so it is easily slipped into a pocket or purse.

TITLE: "TYPING DO'S & LUD'S; PERSONALITY UGH; TYPING HABITS, UGH"

CO 140 045

PUBLISHER: Poster Visual Aids

24 posters--\$8.00

RELEVANT TO: Inter-related, Office, Personnel and Public Services,

set of 12--\$4.00

Marketing, CWT, CWT-Special, WCEP, and School-leaver

set of 6--\$2.00

TYPE OF MEDIA: Posters

Reading level: 6-10

SUBJECT CONTENT: Humorous posters portraying all types of emphasis in the three areas covered by the posters--8 x 11 size.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Can be very effectively worked into a bulletin board display.

TITLE: TYPEWRITING OFFICE PRACTICE SET

CO 140 046

AUTHOR: Esther Sandry

40 jobs--text, \$1.60; supplies, \$3.60

PUBLISHER: Pitman Publishing Corporation

Copyright: 1961

RELEVANT TO: Office

Reading level: 10

TYPE OF MEDIA: Teacher guide, textbook, envelope of supplies

SUBJECT CONTENT: The student becomes a member of a typing pool in the main office of a merchandiser. They do 40 different jobs (plus overtime jobs) in all areas of office work.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Gives students an opportunity to explore work in many areas within a company. Also, all the jobs are given in the form of actual verbal communication. Student must think and use skills learned in basic typing courses. Text is readable.

TITLE: TYPING MAILABLE LETTERS (2ND ED.)

AUTHOR: Liles, Brendel and Krause

PUBLISHER: Gregg Division, McGraw-Hill Book Company

RELEVANT TO: Inter-related, Office, CWT and WECEP

TYPE OF MEDIA: Textbook and letterhead available

SUBJECT CONTENT: Integrates into typing of letters much work on punctuation, spelling, proofreading, letter placement and correspondence courtesies.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Instructions are simply and clearly given. Also reviews basic rules of letter writing.

CO 140 047

pp. 158--\$2.04

Revised: 1969

Reading level: 11

TITLE: TYPING 75--PROFESSIONAL (COLLEGE TEXT)

AUTHOR: Alan C. Lloyd, John L. Rowe and Fred E. Winger

PUBLISHER: Gregg Division, McGraw-Hill Book Company

RELEVANT TO: Inter-Related, Office, Personnel and Public Services

TYPE OF MEDIA: Teacher guide, programmed learning materials, textbook, student manuals, learning activity packages, and teacher developed materials(tapes, slides and filmstrips).

SUBJECT CONTENT: This is a learning strategy for typing at the level used in employee training departments of businesses and industries. This book is compiled to give a review for keyboard speed and control; job units for particular business--the student learns about the business as well as the office work involved in the business. It is an exploration of business and industry.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: It is excellent to introduce students to various businesses and industries and how they can fit into these opportunities. These units should include speakers and field trips to reinforce what they learn from the typing units. This works very satisfactorily. No additional equipment is needed other than regular room equipment--typewriters. A filmstrip projector, tape recorder, movie projector, EDL machine, etc. are very helpful, but not an absolute necessity.

CO 140 048

Copyright: 1971

Reading level: 10

TITLE: WORKBOOK FOR MEDICAL SECRETARIAL PROCEDURES

AUTHOR: Miriam Bredow

PUBLISHER: Gregg Division, McGraw-Hill Book Company

RELEVANT TO: Office

TYPE OF MEDIA: Learning Activity Package

SUBJECT CONTENT: Workbook covers medical terminology, sample forms used in medical offices, and tear-out quiz page for material covered in the text, Medical Secretarial Procedures.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This is an excellent resource for a student in a medical surrounding. It gives very basic terminology.

CO 140 049

pp. 136--\$3.16

Copyright: 1966

Reading level: 13

TITLE: THE ANATOMY OF A SALE

PUBLISHER: Sears, Roebuck and Company

RELEVANT TO: Marketing

TYPE OF MEDIA: Teacher guide, filmstrip, record, student manual

SUBJECT CONTENT: Filmstrip and record provide insight into the sales techniques used in the retailing industry.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good to best buy

COMMENT: As a part of a unit on sales or consumerism, this filmstrip and record are of excellent quality and cost.

CO 040 001

100 frames - \$5.00

Copyright: 1972

Grade level: 11-12

TITLE: ASK FOR THE ORDER AND GET IT

PUBLISHER: Dartnell Corporation

RELEVANT TO: Marketing

TYPE OF MEDIA: Film

SUBJECT CONTENT: Joe Battan demonstrates five ways to close a sale by asking the right closing questions. An excellent "How to do it" film on a difficult concept to master.

COST: High

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Can be obtained free by local D.E.C.A. chapter through Sales-Marketing Executives-International.

CO 040 002

30 min. - \$395.00

Copyright: 1973

Viewing level: 12-14

TITLE: ASSORTED PAMPHLETS AND BROCHURES FOR TELEPHONE KNOWLEDGE AND SKILL DEVELOPMENT

AUTHOR: American Telephone and Telegraph Co.

PUBLISHER: Bell Telephone Companies, Distributors

RELEVANT TO: Inter-Related, Industrial, Office, Marketing & CWT

TYPE OF MEDIA: Teacher Guide, films, filmstrips, slides, programmed learning materials, periodicals, pamphlets, study guide and student manuals.

SUBJECT CONTENT: History, development usage, and skill development on the telephone.

COST: Below Average

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Satisfactory buy

COMMENTS: Excellent for individual instruction for a cooperative student interested in a telephone career. Good pamphlets on proper usage, history, telephone tips, and how to succeed on the telephone.

CO 040 003

Kit - Free

Reading Level: 7-11

Copyright: Up-to-Date

TITLE: BASIC SALESMANSHIP

AUTHOR: H. R. Cheshire

PUBLISHER: Colonial Film and Equipment Company

RELEVANT TO: Marketing

TYPE OF MEDIA: Teacher guide, transparencies

SUBJECT CONTENT: Series of transparencies which explain the concepts of sales and salesmanship techniques.

COST: Below average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Seems to be adaptable to a Marketing and Distribution curriculum regardless of the text being used.

CO 040 004

21 transparencies - \$65.00

Copyright: 1967

Grade level: 11-12

TITLE: BEAT THE MARKET

AUTHOR: Arthur R. Olsen

PUBLISHER: South-Western Publishing Co.

RELEVANT TO: Marketing

TYPE OF MEDIA: Simulation games

SUBJECT CONTENT: There are five games which simulate economic price determination in limited markets and competitive markets.

COST: Below Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENTS: As basic and repetitious as the games are, the content and follow-up after completing the game is quite intricate. Material is on an advanced level.

CO 040 005

Games (5)

Copyright: 1973

Reading level: 6

TITLE: BIGS SUPERMARKET: IN-BASKET PROGRAM FOR MANAGEMENT TRAINEES

AUTHOR: Gene A. German

PUBLISHER: Chain Store Publishing Company

RELEVANT TO: Inter-Related, Marketing

TYPE OF MEDIA: Teacher guide, student manuals

SUBJECT CONTENT: Management problem composed of day by day problems encountered in supermarket management. Consisting of two parts: 1) setting priorities, and 2) ability to communicate. The program is self contained in one kit.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Should be used with two other kits (Chesley and Lenroc) for a total program. May be a little too advanced for high school, but excellent for grades 13 and 14.

CO 040 006

Kit - \$2.95

Copyright: 1973

Reading level: 9

TITLE: CAREER INFORMATION UNIT FOR DISTRIBUTIVE EDUCATORS

PUBLISHER: Distributive Education Materials Laboratory - Ohio

RELEVANT TO: Marketing, WECEP, School-leaver, Career information class, Exploratory class

TYPE OF MEDIA: Teacher guide, student manuals

SUBJECT CONTENT: A handbook containing objectives, activities, forms and information on 25 clusters in the marketing cluster to use as a course to introduce the field of marketing to students.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent! Needed as a course of study in every Marketing and Distribution program.

CO 040 007

pp. 200 - \$2.50

Copyright: 1973

Reading level: 9

TITLE: CAREERS IN RETAILING

PUBLISHER: Ohio State Council of Retail Merchants

RELEVANT TO: Marketing

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: A careers information book with emphasis on retailing careers in the state of Ohio. Information is presented on 45 careers not all being typical "retailing" careers.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Good "free" resource for career library. Quick explanation about the career areas.

CO 040 008

pp. 32 - Free

Reading level: 12

TITLE: CAREER OPPORTUNITIES: MARKETING, BUSINESS, AND OFFICE SPECIALISTS

AUTHOR: Garland D. Wiggs, ed.
PUBLISHER: J. G. Ferguson Publishing Co.
RELEVANT TO: Inter-Related, Office, Marketing
TYPE OF MEDIA: Teacher guide, reference book
SUBJECT CONTENT: Examines in detail 26 occupational fields that the business, marketing and office specialize in, showing over 300 specific job opportunities.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Seems to be quite comprehensive in the inclusive occupations. Great attention is paid to job requirements, trends, salary, methods of acquiring the job and advancement possibilities.

CO 040 009

pp. 382 - \$11.95

Copyright: 1970

Reading level: 16

TITLE: CASE STUDIES IN MARKETING AND DISTRIBUTION

AUTHOR: Rath, Tapp, and Mason
PUBLISHER: The Interstate Printers and Publishers, Inc.
RELEVANT TO: Marketing
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: This book provides genuine "thinking material"--twenty-five case studies in marketing and distribution which have been taken from actual experience. Only the names and places have been changed. These cases will assist distributive education and other marketing students in learning to make valid decisions based on sound judgments.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Effectively used, these case studies become guides in developing decision-making abilities by stressing the process of logical thinking rather than that of methodical memorizing. The cases provide active opportunities for learning from a variety of experiences. The case studies are arranged in order of difficulty.

CO 040 010

pp. 175 - \$2.00

Copyright: 1965

Reading level: 10-12

TITLE: CREATIVE DISTRIBUTION SERIES

PUBLISHER: Fairchild Publications, Inc.
RELEVANT TO: Marketing
TYPE OF MEDIA: Slides and script
SUBJECT CONTENT: This series brings together a variety of programs all containing creative and innovative approaches in a diverse number of distributive areas, i.e., display new storetypes, original selling avenues--to name a few.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: The series includes four programs, each with a distinctive focus. Surveying the nation for new tendencies in display and all forms of customer-store communications is done by New Trends in Advertising, Promotion & Display. A similar job is done on overseas marketing in Lessons in Marketing from Abroad. Four problem areas--service, departmental looks, use of gimmicks and merchandising combinations--are the subject of Profitable Merchandising Techniques. And two case histories on one of the exciting developments in retailing--do-it-yourself in both fashion and home furnishings--are dramatically documented in Promoting New Merchandise Ideas.

CO 040 011

4 programs - slides

\$80.00 per set

Copyright: 1970-1972

Grade level: 11-12

BEST COPY AVAILABLE

TITLE: COMMUNICATION IN DISTRIBUTION

AUTHOR: June Huckabee

PUBLISHER: University of Texas/Instructional Materials Service

RELEVANT TO: Marketing

TYPE OF MEDIA: Teacher guide

SUBJECT CONTENT: A discussion manual on the art of communication. Units include listening and observing, reading, oral communication, and written communication.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Communications are a very important part of a cooperative marketing program. This text is a good source of reference for a unit in communications.

CO 040 012

pp. 175 - \$7.00

Copyright: 1968

Reading level: Teachers

TITLE: D.E. CLUBS OF AMERICA-TRANSPARENCIES

AUTHOR: H. R. Cherhire

PUBLISHER: Colonial Film and Equipment Co.

RELEVANT TO: Marketing

TYPE OF MEDIA: Teacher guide, transparencies

SUBJECT CONTENT: Very in-depth discussion of all aspects of the D.E.C.A. organization. Cannot be used as a primer for competitive events.

COST: Average-to-low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory-to-best buy

COMMENT: For the beginning coordinator this could be an effective method of explaining the structure of the D.E.C.A. organization.

CO 040 013

17 transparencies - \$25.00

Copyright: 1967

Reading level: 10-12

Grade level: 10-12

TITLE: DISTRIBUTION AND DISTRIBUTIVE CAREERS

AUTHOR: Grandfield and Gold

PUBLISHER: Fairchild Publications, Inc.

RELEVANT TO: Marketing

TYPE OF MEDIA: Textbook, Student manual

SUBJECT CONTENT: Paperback book which highlights the fundamental elements of distribution, the economic system, channels of distribution, distributive education and occupations, and finding a job.

COST: Average to above average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: It appears to make use of the students' participation. There are activities which could be completed within the manual. This might best be used in a "prep" course to the cooperative class or at the very beginning of the year in the coop class.

CO 040 014

pp. 96 - \$1.75

Copyright Date: 1972

Reading Level: 10-12

TITLE: DISTRIBUTIVE EDUCATION MANUALS AND PROJECTS IN MARKETING

AUTHOR: Different for each manual

PUBLISHER: Gregg Division, McGraw-Hill Book Company

RELEVANT TO: Office, Marketing

TYPE OF MEDIA: Teacher guide, reference book, textbooks, and student manuals

SUBJECT CONTENT: 17 individual manuals dealing with all areas of the marketing process. Each manual contains activities, projects and case problems related to the topic.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Areas covered by the manuals include marketing activities, basic and social skills and general business. The manuals can be used to help students in their career choice at relative low cost at about \$2/manual.

CO 040 015

pp. 100/manual - \$2.00

Copyright: Range--

1969-1970

Reading level: 12-14

TITLE: DISTRIBUTIVE EDUCATION NOTEBOOK

AUTHOR: Rath and Mason
PUBLISHER: The Interstate Printers and Publishers, Inc.

CO 040 016
pp. 312 - \$2.75
Copyright: 1963
Reading level: 10.5-11

RELEVANT TO: Marketing

TYPE OF MEDIA: Study guide, student manual, workbook

SUBJECT CONTENT: The content of this notebook has been selected to lead the student through a systematic recording of his experiences in the coop program.

COST: Below average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This notebook provides exercises and forms which include establishing a career objective, training stations, developing training plans, human relations, mathematics, and D.E.C.A.

TITLE: DISTRIBUTIVE EDUCATION: SELLING AS A CAREER

PUBLISHER: Universal Education and Visual Arts

CO 040 017
multi-media - \$68.00
Copyright: 1970
Grade level: 11-12

RELEVANT TO: Marketing

TYPE OF MEDIA: Teacher guide, filmstrips, records

SUBJECT CONTENT: Material deals with the sales process including:

selling as a career, the economics of selling, the product, why people buy, selling techniques, objectives and objections, and new horizons in selling.

COST: Average

LEARNING EFFECTIVENESS: Normal to very good

COST-EFFECTIVENESS: Satisfactory to very good buy

COMMENT: Since the frames are cartoons, they are not as quick to become outdated. Material is well done and can be integrated.

TITLE: DISTRIBUTIVE EDUCATION WORK-EXPERIENCE MANUAL

AUTHOR: Carlo Murphy and Scott

PUBLISHER: Delmar Publishers

CO 040 018
pp. 408 - \$3.15
Copyright: 1970
Reading level: 9&10

RELEVANT TO: Marketing

TYPE OF MEDIA: Teacher guide, student manual

SUBJECT CONTENT: This unique material for marketing and distribution programs contains 40 weekly assignments designed to relate the student's experiences and progress at his training station. Weekly reports are maintained in the record folder supplied with each text.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: The manual could be effective as a supplementary material. It appears very basic in its approach.

TITLE: FAIRCHILD VISUALS - CAREER SERIES

PUBLISHER: Fairchild Publications, Inc.

RELEVANT TO: Personnel and Public Services, Marketing

TYPE OF MEDIA: Slides and script

SUBJECT CONTENT: This series consists of five different career areas in marketing and retailing and it is still being expanded.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This series of career areas in marketing and retailing consists of the following areas: Careers in Home Furnishings, Careers in Department Stores, Careers in Service Stations, Careers in Fashion, and Career in Food Merchandising. Many careers are discussed and these programs would be an excellent resource for a marketing and distribution program.

CO 040 019
5 programs - slides
\$80.00 per set
Copyright: 1971-1973
Viewing level: high school

BEST COPY AVAILABLE

TITLE: HOW TO INVEST (WHAT EVERYBODY OUGHT TO KNOW ABOUT THIS STOCK AND BOND BUSINESS)

PUBLISHER: Merrill, Lynch, Pierce, Fenner & Smith, Inc.
RELEVANT TO: Office and Marketing
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Information about the who, what, who, where, how and when of investing.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Good as reference material for students and teacher.

CO 040 020
pp. 47--sample free
classroom set nominal
Copyright: 1971
Reading level: 11-12

TITLE: IPWIN PROGRAMMED LEARNING AID SERIES

AUTHOR: Different for each book
PUBLISHER: Learning Systems Company
RELEVANT TO: Marketing
TYPE OF MEDIA: Programmed learning materials, study guide and student manuals
SUBJECT CONTENT: Each of the texts contains condensed information pertinent to the stated title. Very concise and reinforcing method of presenting material is used.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENTS: These programmed learning manuals are only suggested for those high school students who are in an advanced cooperative class, and who can handle college reading material. These materials should be used only as supplemental.
Some of the titles of the study guides are:
PRINCIPLES OF INSURANCE
PRINCIPLES OF MARKETING
RETAILING: MODERN CONCEPTS AND PRACTICES

CO 040 021
pp. 147-140 - \$2.95 to \$3.50
Copyright: 1970-1973
Reading level: College

TITLE: KUP'S SHOW ON SALESMANSHIP

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing
TYPE OF MEDIA: Film
SUBJECT CONTENT: Moderated by Irv Kupcinet. A panel of five top salesmen representing a variety of products and service discuss how to sell successfully.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

CO 040 022
30 min. - \$350.00
Copyright: Up to date
Viewing level: 12-14

TITLE: MAKE IT HAPPEN

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing
TYPE OF MEDIA: Film
SUBJECT CONTENT: Filmed on location. Julius Boros explains that principles that are used to win a golf tourney are able to be applied to winning salesmanship.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

CO 040 023
30 min. - \$395.00
Copyright: 1970
Viewing level: 12-14

TITLE: MARKETING AND DISTRIBUTION

AUTHOR: Mason, Rath and Ross
PUBLISHER: Gregg Division, McGraw-Hill Book Co.

RELEVANT TO: Marketing

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Topics included in this text are involved with the marketing process--consumer and industrial markets, channels of distribution, research, management, promotion and selling and careers.

COST: Below Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This book takes a broad approach in discussing topics--does not deal specifically with the retailing industry. It is a new edition so the content is up to date.

CO 040 024

pp. 566 - \$6.68

Revised: 1974

Reading level: 12-13

TITLE: MONEY MANAGEMENT FILMSTRIP LIBRARY

PUBLISHER: Household Finance Corporation

RELEVANT TO: Inter-Related, Personnel and Public Services,
Marketing, CWT.

TYPES OF MEDIA: Teacher guide, filmstrips, pamphlets, records and
study guides

SUBJECT CONTENT: Covers the identification and use of credit, the advantages of planning for the use of money, and the shopper's role as a purchasing agent, customer, and citizen. The food dollar and clothing dollar are included.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent resource for discussion of individual money problems via case studies. Students would gain much information needed for the wise use of the money they are earning on the job.

CO 040 025

5 filmstrips--\$10.00

Reading level: 10

Grade level: 10-12

TITLE: MONEY MANAGEMENT LIBRARY

AUTHOR: Money Management Institute

PUBLISHER: Household Finance Corporation

RELEVANT TO: Inter-related, personnel and public services,
marketing

TYPE OF MEDIA: Teacher guide and pamphlets

SUBJECT CONTENT: Offers guides for an overall money management program; planning and shopping for food, clothing, housing, home furnishings, equipment and cars; credit, savings and investments, health and recreation and tips for children handling money.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Can be used for individual research for setting up own money management plan.

CO 040 026

\$3.00--12 pamphlets

Copyright date: 1972

Reading level: 11.5-12

TITLE: MYSTERY OF SELLING TO WOMEN

AUTHOR: Elizabeth Ann Toth

PUBLISHER: Distributive Education Materials Laboratory - Ohio

RELEVANT TO: Marketing

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Salesmanship manual with the emphasis on dealing with the woman customer. Contains a brief teaching outline.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: A really well done book. It discusses some things that haven't been discussed before concerning women.

CO 040 027

pp. 89 - \$3.00

Copyright: 1973

Reading level: 11-12

TITLE: NCR CENTURY OPERATOR'S COURSE

AUTHOR: National Cash Register Company
PUBLISHER: National Cash Register Company
RELEVANT TO: Office, Marketing

TYPE OF MEDIA: Programmed learning materials, pamphlets, student manual

SUBJECT CONTENT: Short course to teach the basic knowledge of the operation of the hardware and software of the system. Enables student to perform basic utility routines.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: If one uses the actual equipment along with the manual, the cost factor becomes too great for its usefulness. Otherwise, good for independent study for a student interested in cash register equipment.

CO 040 028

set - \$4.10

Copyright: 1970

Reading level: 12

TITLE: N.C.R. CHECKER TRAINING PROGRAMMED INSTRUCTION COURSE

PUBLISHER: The National Cash Register Co.

RELEVANT TO: Inter-Related, Marketing and CWT

TYPE OF MEDIA: Programmed Learning Materials

SUBJECT CONTENT: A series of seven programmed learning manuals to be utilized by the cashier-checker in a supermarket.

COST: Average-to-Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very Good Buy

COMMENTS: The first reactions appear a little basic and oriented only to N.C.R. registers, but the later units have universal application and appear educationally sound.

CO 040 029

pp. 126-190 - \$15.80

\$15.80 with administrator's guide

\$15.50 w/o the guide

Copyright: 1970

Reading level: 9

TITLE: OKLAHOMA DISTRIBUTIVE EDUCATION COURSE OF STUDY

AUTHOR: Joe Amos, Curriculum Specialist

PUBLISHER: Oklahoma State Board of Vocational & Technical Education

RELEVANT TO: Marketing

TYPE OF MEDIA: Teacher guide, student manuals,

transparencies (masters), assignment sheets, tests and keys, and forms

SUBJECT CONTENT: This series of curriculum materials for the Marketing and Distribution program include nine topics of 25 units of instruction. Suggestions for implementing the curriculum are included to facilitate its use.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This series of curriculum guides for the Marketing and Distribution program appear to be very comprehensive and include transparencies, masters, tests, assignments sheets, and handouts. A Marketing and Distribution coordinator would find this an invaluable aid.

CO 040 030

pp. 3000 - I, \$12.00

II, \$15.00, III, \$12.00

Copyright: 1973

Reading level: Teacher materials

TITLE: ORIENTATION TO DISTRIBUTIVE EDUCATION

AUTHOR: H. R. Cheshire

PUBLISHER: Colonial Film and Equipment Company, Inc.

RELEVANT TO: Marketing

TYPE OF MEDIA: Teacher guide, transparencies

SUBJECT CONTENT: General overview of the D.E. program from theoretical point of view. Wide range of possible audiences.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Seems to be favorable as a teaching device to explain concepts of a Marketing and Distribution program.

CO 040 031

17 transparencies - \$50.00

Copyright: 1967

Grade level: 10-12

TITLE: PERSONALITY DEVELOPMENT FOR BUSINESS

AUTHOR: Allen R. Russon

PUBLISHER: South Western Publishing Co.

RELEVANT TO: Inter-related, office, marketing, CWT

TYPE OF MEDIA: Textbooks

SUBJECT CONTENT: Oriented to career in business and discusses topics such as success, personality psychology, and getting a job as parts to the overall development of someone pursuing a business career.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Case problem and end of chapter problems are well done and help to reinforce concepts from book.

CO 040 032

pp. 248 - \$4.40

Copyright: 1973

Reading level: 12

TITLE: PERSONALLY YOURS

PUBLISHER: Milady Publishing Corporation

RELEVANT TO: Office, Personnel and Public Services, Marketing

TYPE OF MEDIA: Student manual

SUBJECT CONTENT: A workbook following closely the text Guide to Beauty, Charm and Poise. Covers units on wardrobe, posture, voice, social skills, personality, grooming, job success, and health. Excellent check lists and rating scales.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Useful in related classes, career orientation groups; must accompany text Guide to Beauty, Charm and Poise.

CO 040 033

pp. 268 - \$3.46

Copyright: 1966

Reading level: 9.5

TITLE: POUR IT ON

PUBLISHER: Dartnell Corporation

RELEVANT TO: Marketing

TYPE OF MEDIA: Film

SUBJECT CONTENT: Five point personal motivation program for salesman described by Bobby Hull.

COST: High

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Can be obtained for free showing by a D.E.C.A. chapter through Sales-Marketing Executives-International.

CO 040 034

30 min. - \$395.00

Copyright: 1973

Viewing level: 12-14

TITLE: THE PROFESSIONAL

PUBLISHER: Dartnell Corporation

RELEVANT TO: Marketing

TYPE OF MEDIA: Film

SUBJECT CONTENT: Shows why the salesman is in the most important business in the world. Discusses the principles of effective salesmanship.

COST: High

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

CO 040 035

30 min. - \$375.00

Copyright: up to date

Viewing level: 12-14

TITLE: RETAIL ACCOUNTING

AUTHOR: National Cash Register Company
PUBLISHER: National Cash Register Company
RELEVANT TO: Office, Marketing

TYPE OF MEDIA: Programmed learning materials, pamphlets, and student manual

SUBJECT CONTENT: Illustrates, in detail, typical retail transactions and how they should be recorded from an accounting standpoint.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Average to very good buy

COMMENT: Provides good independent study for students interested in accounting.

CO 040 036
pp. 39 - \$.50
Copyright: 1970
Reading level: 12

TITLE: RETAILING PRICIPLES & PRACTICES

AUTHOR: Richert, Mayer, Haines, Harris
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Marketing
TYPE OF MEDIA: Textbook

SUBJECT CONTENT: The text consists of all segments of the present retailing industry; career development, selling, serving the customer, operations/management, merchandising and sales promotion.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: It appears the organization and structure of this text will optimize the learning situation. Up-to-date information, use of case problems, and interesting copy all add to the book.

CO 040 037
pp. 616 - \$6.63
Revised: 1974
Reading level: 10

TITLE: SECOND EFFORT

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing
TYPE OF MEDIA: Film

SUBJECT CONTENT: Filmed on location in Green Bay, Wisconsin. Vince Lombardi shows motivational principles he used in football can apply to a successful salesman.

COST: High

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

CO 040 038
28 min. - \$350.00
Copyright: 1973
Viewing level: 12-14

TITLE: SELLING - THE GREAT CAREER

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing

TYPE OF MEDIA: Filmstrips, records, sound tapes

SUBJECT CONTENT: Six 10-minute filmstrips explain the career of selling as a professional career. Discusses the basics of successful salesmanship.

COST: High

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

CO 040 039
multi-media - \$ 350.00
Copyright: Up to date
Viewing level: 9-14

TITLE: SELL-IN LESSON

PUBLISHER: American Supply Association

RELEVANT TO: Office, Marketing

TYPE OF MEDIA: Reference book, study guide

SUBJECT CONTENT: A unit reference guide broken into important phases (lessons) of sales and marketing. Question and answer sheets are provided for each unit.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Very specific in nature, would make an excellent manual for developing sales techniques.

CC 040 040

24 lessons - \$170.00

Copyright: 1971

Reading level: 12

TITLE: THE SMILE OF SUCCESS (SERVICE WITH A SMILE)

AUTHOR: Kelly G. Vester

PUBLISHER: Business Builders Division of Food Service Guides

RELEVANT TO: Office, Marketing, In-Service Training in Business

TYPE OF MEDIA: Teacher guide, student manuals, sound tapes

SUBJECT CONTENT: Leadership training. A positive approach to personal development and career success. Greater self-knowledge, confidence, efficiency, positive thoughts, and determined action.

Key phrase: "Positive thought...Determined Action...Desired Results...\$\$\$." Cassettes' scripts are in student manuals.

COST: Above average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Probably best used as a preventive measure. Positive approach should provide a good mental set. Could be used in group vocational guidance or related class.

CO 040 041

multi-media - \$169.50

Copyright: 1972

Grade level: 11 & up

TITLE: SOUTH-WESTERN D.E. MANUAL SERIES

AUTHOR: Different authors for each manual

PUBLISHER: South-Western Publishing Co.

RELEVANT TO: Marketing

TYPE OF MEDIA: Textbooks, study guide, and student manuals

SUBJECT CONTENT: These manuals concentrate on the selected competency areas within marketing, as can be seen by their titles. Projects and activities are included in each workbook.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: As basic reference material these student text-workbooks are good. They are designed as basic content and are filled with interesting activities.

CO 040 042

pp. 92-134 - \$2.00 to \$3.76

Copyright: 1967-1969

Reading level: Average 10

TITLE: STALKING THE WILD CRANBERRY: THE MAKING OF A T.V. COMMERCIAL

PUBLISHER: ACI Films

RELEVANT TO: Marketing

TYPE OF MEDIA: Film

SUBJECT CONTENT: Behind the scenes action on the filming of a Post Grape Nuts 30-second commercial from its conception to the completed project. Extremely well done to show the many careers and jobs necessary in the making of a commercial.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENTS: If A-V funds were available the film would be nice to have. It is very current (now) and exceptionally well done.

CO 040 043

14 minutes - \$190

Revised: 1973

Grade level: 7-adult

TITLE: SUCCESS INSURANCE AND SUCCESS INSURANCE IN A MAN'S WORLD

PUBLISHER: Milady Publishing Corporation
RELEVANT TO: Inter-Related, Office, Personnel and Public Services,
Marketing, CWT, CWT-special
TYPE OF MEDIA: Pamphlets

CO 040 044
pp. 28 - \$1.65
Copyright: 1965
Reading level: 9

SUBJECT CONTENT: Both pamphlets, one for girls and one for boys, are designed to provide information about grooming, clothing and appearances, weekly-monthly grooming plans and development of habits to provide the student with needed skills and information.
COST: Above average
LEARNING EFFECTIVENESS: Average
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The content appears to hold the attention of students. Seems to be well written and gives useful tips.

TITLE: TAKE A GOOD LOOK

PUBLISHER: National Retail Merchants Assoc.
RELEVANT TO: Marketing
TYPE OF MEDIA: Filmstrips

CO 040 045
13 minutes - \$95.00
Grade level: 10-12

SUBJECT CONTENT: Spells out the ABC's of a wardrobe, cleanliness and dressing for the occasion and the importance of good grooming in dealing with the public. A fact sheet is included which outlines ways to implement a store-side better grooming campaign.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Appears to be good in its presentation of public appearance. Good visual aid for a unit on grooming.

TITLE: TAKE COMMAND

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing
TYPE OF MEDIA: Film
SUBJECT CONTENT: Astronaut Wally Schirra shows how to utilize the same success principles the astronauts use to overcome obstacles in a sales presentation.

CO 040 046
30 min. - \$395.00
Copyright: Up to date
Viewing level: 12-14

COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

TITLE: THINK WIN

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing
TYPE OF MEDIA: Film
SUBJECT CONTENT: Shows three stages of George Blanda's selling career and discusses the success principles George used and how they can be used by any salesman.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

CO 040 047
30 min. - \$395.00
Copyright: 1973
Viewing level: 12-14

TITLE: WHEELS
AUTHOR: Jordan and Murphy
PUBLISHER: Paul S. Amidon and Associates, Inc.
RELEVANT TO: Applied Biological and Agriculture, Inter-Related, Industrial, Office, Personnel and Public Services, Marketing, CWT, CWT-Special
TYPE OF MEDIA: Game (Simulation)
SUBJECT CONTENT: This simulation is designed to instruct students on the responsibilities, and cost factors involved in purchasing and maintaining a car for a period of one year.
COST: Low
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good Buy
COMMENTS: Since an ultimate goal of a cooperative program is personal money management, this simulation is very appropriate. Maximum student involvement can be achieved

CO 040 048
 pp. 37 - \$40.00
 Copyright: 1970
 Reading level: 11

TITLE: YOUR CAREER IN PUBLIC RELATIONS
AUTHOR: Jody Donohue
PUBLISHER: Julian Messner
RELEVANT TO: Inter-Related, Marketing
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Introduces and explains public relations work and breaks it down into various areas such as public relations in print, camera, radio.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good
COMMENT: A good source for a person interested in public relations work, or communications.

CO 040 049
 pp. 178 - \$3.95
 Copyright: 1967
 Reading level: 12

TITLE: YOUR CAREER IN THE LODGING INDUSTRY
PUBLISHER: Educational Institute of the American Hotel and Motel Association
RELEVANT TO: Marketing
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: An excellent introduction to the wide range of careers in the lodging industry with an introduction into the number of jobs available and an explanation of the advancement opportunities in the lodging field.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: A must for the career information library in a coordinator's classroom.

CO 040 050
 pp. 32 - Free
 Copyright: 1973
 Reading level: 12

TITLE: YOUR FUTURE IN SUCCESSFUL SERVICE STATION MANAGEMENT
AUTHOR: National Cash Register Company
PUBLISHER: National Cash Register Company
RELEVANT TO: Inter-related, office, marketing, CWT, and WECLP
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Areas such as employee management, compensation, merchandising, profits, credit, and recordkeeping are presented. A very complete book on the explanation of service station management as a career with many true-life experiences presented.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Extremely well done but a bit technical and advanced for many students. Could be an excellent resource for a marketing student.

CO 040 051
 pp. 53 - \$1.25
 \$ for \$3.75
 Copyright: 1971
 Reading level: 15

TITLE: ACTIVITIES OF DAILY LIVING FOR PHYSICAL REHABILITATION

AUTHOR: Edith Lawton
PUBLISHER: McGraw-Hill-Blakiston, Blakiston Division
RELEVANT TO: Health
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Book of activities and procedures used to rehabilitate. Many pictures of procedures.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent reference book for student working with patient that needs rehabilitation in any form

CO 070 001

pp. 300 - \$18.95

Copyright: 1963

Reading level: 13

TITLE: AIDS FOR HEALTH TEACHING

AUTHOR: Health and Welfare Division
PUBLISHER: Metropolitan Life Insurance Co.
RELEVANT TO: Health
TYPE OF MEDIA: Film pamphlet
SUBJECT CONTENT: All these materials are excellent for information, history and reference.
COST: Low (free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: These booklets and films can be used for information and reference for the student.

CO 070 002

Free

Copyright: Up to date

Reading level: 11

TITLE: AMERICAN DOCTOR

PUBLISHER: American Osteopathic Association
RELEVANT TO: Health
TYPE OF MEDIA: Film
SUBJECT CONTENT: Osteopathic medicine - the history of medicine, background up to present day practice.
COST: Below Average-to-Low
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Satisfactory Buy
COMMENT: This is a good movie to explain osteopathic medicine--training necessary and where he practices.

CO 070 003

CANNOT BUY

may be rented - pay shipping charges

Grade level: 11-14

TITLE: AN INTRODUCTION TO THE STUDY OF DISEASE

AUTHOR: William Boyd
PUBLISHER: Lea and Febiger
RELEVANT TO: Health
TYPE OF MEDIA: Reference Book
SUBJECT CONTENT: This presents the general principles of disease as well as describing individual organs and systems and their diseases.
COST: Below Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Best Buy
COMMENT: Excellent reference book for those studying anatomy and disease conditions. Suitable for individualizing instruction.

CO 070 004

pp. 565 - \$8.50

Copyright: 1971

Reading Level: 12.5-13

TITLE: ATLAS OF HUMAN ANATOMY

AUTHOR: Frohse, Brode and Schlossberg
PUBLISHER: Barnes and Noble, Division of Harper and Row
RELEVANT TO: Health
TYPE OF MEDIA: Reference Manual
SUBJECT CONTENT: Good reference book for Anatomy class
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: This is a good reference book for students studying anatomy. Excellent for individualizing instruction.

CO 070 005
pp. 166 - \$3.50
Copyright: 1970
Reading Level: 12

**TITLE: BASIC LABORATORY TECHNOLOGY FOR THE MEDICAL
LABORATORY TECHNICIAN**

AUTHOR: Linne
PUBLISHER: McGraw-Hill Book Co. - Blakiston Division
RELEVANT TO: Health
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: Gives information from the fundamentals in the laboratory, equipment, etc. to the tests, chemistry, hematology, urinalysis, blood banking, and microbiology.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This book would be excellent for the laboratory technician aide. It could be used for informational and reference purposes.

CO 070 006
pp. 376 - \$10.80
Copyright: 1970
Reading level: 14-15

TITLE: BASIC MEDICAL SURGICAL NURSING

AUTHOR: L. S. Cunningham
PUBLISHER: Wm. C. Brown Co.
RELEVANT TO: Health
TYPE OF MEDIA: Reference Book
SUBJECT CONTENT: Basic medical surgical care used for patients today.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best Buy
COMMENT: Good reference book for students working in a hospital or one interested in the treatment used today in the hospital.

CO 070 007
pp. 215 - \$3.50
Copyright: 1966
Reading Level: 14

TITLE: BASIC NURSING PROCEDURES

AUTHOR: Grace Hornemann
PUBLISHER: Delmar Publishers
RELEVANT TO: Health
TYPE OF MEDIA: Teacher guide, textbook
SUBJECT CONTENT: This book describes the basic nursing procedures with an emphasis on the principles which underlie all nursing care. The significance of the nurse-patient relationship is stressed.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This could be used as a good reference when discussing nursing procedures and patient relationships. This covers basic skill and information necessary in giving routine hospital care.

CO 070 008
pp. 259 - \$3.75
Copyright: 1972
Reading level: 10

TITLE: BEING A NURSING AIDE--TRAINING THE NURSE'S AID

AUTHOR: Hospital Research and Educational Trust
 PUBLISHER: Robert J. Brady Company
 RELEVANT TO: Health and Personnel and Public Services
 TYPE OF MEDIA: Teacher guide, student manuals, and teacher developed materials (lesson plans, questions and answers in student manual, and exam in teacher's guide)
 SUBJECT CONTENT: Introduction to the patient environment, making beds, transporting patients, care of the patient, food service, special treatments, observing and recording, patient admission and transfer, and nursing care for special education.
 COST: Average
 LEARNING EFFECTIVENESS: Outstanding
 COST-EFFECTIVENESS: Best buy
 COMMENT: All basic information is contained within the manual and guide so other books are not required. Can be used for self-study of specific related while on-the-job training is being done in the cooperative program.

CO 070 009
 Student pp. 450--\$4.95
 Instructor pp. 256--\$6.00
 Revised: 1973
 Reading level: 9

TITLE: BODY STRUCTURE AND FUNCTIONS

AUTHOR: Ferris and Skelley
 PUBLISHER: Delmar Publishers
 RELEVANT TO: Health
 TYPE OF MEDIA: Teacher guide and workbook
 SUBJECT CONTENT: Excellent workbook on Anatomy for student in Health Occupations
 COST: Average
 LEARNING EFFECTIVENESS: Outstanding
 COST-EFFECTIVENESS: Best buy
 COMMENT: This is an excellent Anatomy workbook for the student interested in Health Occupations. It may be used alone as with Simplified Nursing by Thompson and DeBaron and Practical Nursing by Rapiet.

CO 070 010
 pp. 160 - \$2.70
 Copyright: 1973
 Reading Level: 13
 Instructor's guide-\$1.00

TITLE: CHANGING PATTERNS OF NURSING PRACTICE

AUTHOR: Edith P. Lewis
 PUBLISHER: American Journal of Nursing
 RELEVANT TO: Health
 TYPE OF MEDIA: Reference book
 SUBJECT CONTENT: Comprehensive overview of emerging trends in nursing practice, especially as they relate to total health care.
 COST: Below average
 LEARNING EFFECTIVENESS: Very good
 COST-EFFECTIVENESS: Best buy
 COMMENT: Excellent for the student interested in nursing and the expanding trends for the future. Excellent for individualizing instruction.

CO 070 011
 pp. 330 - \$5.00
 Reading level: 14

TITLE: CORONET FILMSTRIPS--"JOBS IN HEALTH SERVICE"

PUBLISHER: Graphic Educational Systems, Inc., Coronet Films
 RELEVANT TO: Inter-Related, Industrial, Personnel and Public Services, CWT, CWT-Special, WCEP, Health
 TYPE OF MEDIA: Teacher guide, filmstrips, programmed learning materials, records, study guide
 SUBJECT CONTENT: Excellent material. Good content. Would be useful and valuable to have for a health career introduction class.
 COST: Below average
 LEARNING EFFECTIVENESS: Very good
 COST-EFFECTIVENESS: Best buy
 COMMENT: No additional equipment needed other than what would normally be found in a school. Would be very effectively used in classroom instruction as an introduction to the specific career and along with or in addition to a resource period or field trip.

CO 070 012
 \$55.00
 8 filmstrips, 4 records or
 8 filmstrips, 8 cassettes
 Copyright: 1971
 Grade level: 11-12

TITLE: THE DENTAL ASSISTANT

AUTHOR: Pauline C. Anderson

PUBLISHER: Delmar Publishers

RELEVANT TO: Inter-related, health, and school leaver

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: A comprehensive study guide covering such subjects as anatomy and physiology, histology, odontography, chairside techniques, laboratory techniques, and radiology. Answer key is available.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Gives instruction in both the basic information and techniques that are essential to a comprehensive study. Topics contain both theory and procedures on the premise that dental assistants skills can be acquired best when knowledge and practice are combined in a training program.

CO 070 013

pp. 360--\$6.00

Copyright date: 1965

Reading level: 11

TITLE: THE DYNAMICS OF HEALTH CARE

AUTHOR: Ruth M. French

PUBLISHER: McGraw-Hill, Blakiston Division

RELEVANT TO: Health

TYPE OF MEDIA: Reference Book

SUBJECT CONTENT: Health care - from the development of hospitals to interpersonal relations and and introduction to research.

COST: Below Average

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Very Good buy

COMMENT: Use this book for reference for the nurses aides on individual projects. Suitable for individualizing instruction.

CO 070 014

pp. 140 - \$3.96

Copyright: 1968

Reading Level: 15

TITLE: EDUCATIONAL PROGRAMS IN THE HEALTH FIELDS

AUTHOR: American Hospital Association

PUBLISHER: American Hospital Association

RELEVANT TO: Personnel and Public Services, Health

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: A booklet giving location of programs in each state for 34 different health occupations.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This is an excellent book to have in a classroom library for students interested in any health field. It tells where they may go for training anywhere in the United States and Canada.

CO 070 015

pp. 32 - \$.30 ea.

Copyright: up to date

Grade level: 11 & up

TITLE: EMERGENCY MEDICAL GUIDE

AUTHOR: Neil Hardy

PUBLISHER: McGraw-Hill Book Company

RELEVANT TO: Health

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Covers many subjects from normal body functions to emergency treatment and care from control of hemorrhage to home care of the ill.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory Buy

COMMENT: Good buy for program that has a non-nurse coordinator, as reference for common emergencies.

CO 070 016

\$3.95

Copyright: 1973

Reading Level: 16

TITLE: FEEDING PATIENTS IN BED

PUBLISHER: McGraw-Hill Book Co. - Blakiston Films

RELEVANT TO: Health

TYPE OF MEDIA: Film

SUBJECT CONTENT: A post operative patient with both eyes covered is fed breakfast by the nurse. The procedure is explained.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: This is an excellent example of how to feed a patient and the reasons for the nurses actions. It would be excellent for a nurse's aide.

CO 070 017

Copyright: up to date
Grade level: 11 & up

TITLE: HEALTH CAREERS KIT

PUBLISHER: Careers, Inc.

RELEVANT TO: Health

TYPE OF MEDIA: Kit

SUBJECT CONTENT: Contains 120 career pamphlets, skilled, technical, professional and semi-professional. An excellent source of information on health careers.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This is an excellent concise kit that can be used for reference on information about many health occupations. It gives history, duties, working conditions, personal qualifications, educational requirements, certification, opportunities, outlook, earnings, hours, advancement opportunities and where employed for each occupation.

CO 070 018

120 Career Pamphlets - \$37.20
\$6.45/year to update cards
Reading level: 16

TITLE: HORIZONS UNLIMITED

PUBLISHER: American Medical Association

RELEVANT TO: Health

TYPE OF MEDIA: Pocket book

SUBJECT CONTENT: Short description of medicine as a career and part two of book covers careers allied to medicine.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent for student to refer to when studying occupations in the health field. Suitable for individualizing instruction.

CO 070 019

pp. 134 - \$0.60
Copyright: 1971
Reading level: 16

TITLE: THE HOSPITAL STORY

PUBLISHER: Trainex Corporation

RELEVANT TO: WECEP, Health

TYPE OF MEDIA: Teacher Guide, Filmstrips, Sound tapes

SUBJECT CONTENT: Describes a hospital with its many departments very well without getting too technical or dwelling long on any one particular phase of hospital work.

COST: Average

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Best Buy

COMMENT: Can be used alone as an introduction to the health fields. Other references can be utilized at the discretion of the instructor.

CO 070 020

multi-media kits - \$65.00
Copyright: 1969
Grade Level: 10 - 13

TITLE: THE HUMAN HEART

AUTHOR: Brendan Phibbs

PUBLISHER: C. V. Mosby

RELEVANT TO: Health

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: This book is good for reference for individual study when covering the heart and diseases of the heart.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good reference book for students needing more specifics about the heart.

CO 070 021

pp. 236 - \$5.95

Copyright: 1971

Reading level: 16

TITLE: I'M SORRY I'M SUCH A BOTHER

PUBLISHER: McGraw-Hill Book Co. - Blakiston Division

RELEVANT TO: Health

TYPE OF MEDIA: Film

SUBJECT CONTENT: This is excellent demonstrating communication, verbal and nonverbal between the patient and the nurse.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This is excellent for any student working in a health occupation. It gives an example of communication between the patient and nurse.

CO 070 022

Super 8mm-\$95.00

Standard 16mm-\$115.00

Grade level: 11 & up

TITLE: INSTRUCTOR'S GUIDE AND SCRIPT--PATIENT CARE SERIES

PUBLISHER: Trainex Corporation

RELEVANT TO: Inter-related, industrial, personnel and

public services, CWT, CWT-special, WECEP, and health

TYPE OF MEDIA: Teacher guide, filmstrips, programmed learning

materials, sound tapes

SUBJECT CONTENT: Basic patient care needs thoroughly and effectively covered. Excellent demonstrations. Subject matter thoroughly covered.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Very useful in the health area. There are also many other multi-media kits and units put out by this company that are useful in the health area.

CO 070 023

Cassettes: less than 5--\$65.00

more than 5--\$60.00

Filmstrips: less than 5--\$55.00

more than 5--\$50.00

Copyright date: 1968

Excellent demonstration

Grade level: Senior

TITLE: INTRODUCTION TO HEALTH PROFESSIONS

AUTHOR: Odgers and Wenberg

PUBLISHER: C. V. Mosby

RELEVANT TO: Health

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Book provides educational and occupational information on a large variety of health careers.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This would be an excellent reference book for information on many health careers. It gives history, education needed, and job opportunities available.

CO 070 024

pp. 221 - \$4.95

Copyright: 1972

Reading level: 12 & up

**TITLE: INTRODUCTION TO HOSPITAL CENTRAL MEDICAL AND
SURGICAL SUPPLY SERVICES**

PUBLISHER: Robert J. Brady Co.
RELEVANT TO: Health
TYPE OF MEDIA: Filmstrips, sound tapes, and procedural manual
SUBJECT CONTENT: Filmstrip relation to Central Medical and Surgical Supply Services
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory Buy
COMMENT: This would be excellent if you have a student working in Central Supply. The entire series is good. Each individual filmstrip unit contains 1 filmstrip, 1 record or 1 cassette, and 1 illustrated procedural manual.

CO 070 025

\$25.00 ea.

Copyright: up-to-date

Listening Level: 9 - 12

TITLE: JOBS IN HEALTH

PUBLISHER: Sterling Educational Films
RELEVANT TO: Health
TYPE OF MEDIA: Films
SUBJECT CONTENT: Gives short view of many jobs in the hospital and health field.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very Good Buy
COMMENT: This would be excellent to show at the start of the year in a health occupation program.

CO 070 026

11 minutes - \$135.00

Copyright: 1972

Grade Level: 11 - 12

TITLE: LABORATORY TESTS IN COMMON USE

AUTHOR: Solomon Garb
PUBLISHER: Springer Publishing Company
RELEVANT TO: Health
TYPE OF MEDIA: Reference book and textbook
SUBJECT CONTENT: Book explains laboratory tests, when and how given, and drugs and foods that may interfere with the tests.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent reference book for the student working in the laboratory. It is a lot of good reference for the nurses' aide in the hospital.

CO 070 027

pp. 250 - \$4.25

Copyright: 1971

Reading level: 14

TITLE: MANUAL FOR PHARMACY TECHNICIANS

AUTHOR: Durgin, Ward, and Hannan
PUBLISHER: C. V. Mosby
RELEVANT TO: Health
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: Book to be used by pharmacy technicians. It starts with the appreciation of pharmacy and continues to be specific in the practice of pharmacy.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This is excellent reference-textbook for student working in a pharmacy. This manual will introduce the technician to the heritage, history, language and responsibilities of the profession of pharmacy.

CO 070 028

pp. 110 - \$5.50

Copyright: 1972

Reading level: 12 & up

TITLE: MEDICAL TERMINOLOGY CASSETTES, ANATOMICAL TERMS

CO 070 029

PUBLISHER: Au-Vid

Kit - \$250.00 for kit

RELEVANT TO: Health and Office

(Can be bought separately)

TYPE OF MEDIA: Programmed Learning Materials, Study Guides,
Sound Tapes

Copyright: 1973

Listening Level: 9 - 14

SUBJECT CONTENT: Cassette tapes - learning anatomical terms. Terms are pronounced, spelled,
and explained.

COST: Average

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Very Good Buy

COMMENT: Good for medical secretaries and others in the health field.

TITLE: MEDICAL TERMINOLOGY--CARDIOVASCULAR

CO 070 030

PUBLISHER: Au-Vid

Kit - \$250.00 for kit

RELEVANT TO: Health

(Can be bought separately)

TYPE OF MEDIA: Programmed Learning materials, study guide

Copyright: 1973

SUBJECT CONTENT: Cassette tapes. Self-learning medical terms are pro-
nounced, spelled, and explained.

Listening Level: 12 - 14

COST: Average

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Satisfactory Buy

COMMENTS: Good for medical secretaries and others in the health field.

TITLE: MICROBIOLOGY FOR THE NURSE

CO 070 031

AUTHOR: Elvira B. Ferris

\$4.00

PUBLISHER: Delmar Publishers

Copyright: 1967

RELEVANT TO: Health

Reading level: 14

TYPE OF MEDIA: Textbook, workbook

SUBJECT CONTENT: Content grouped in six units--overview of micro-organisms, detail study of
pathogenic bacteria, methods of destruction of bacteria, infection and defenses against it,
environmental control against bacteria and hospital sanitation.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This workbook can be used for students in the laboratory. It has experiments and unit
reviews that may be worked as a small group or individual.

TITLE: NEWTON'S GERIATRIC NURSING

CO 070 032

AUTHOR: Helen C. Anderson

pp. 340 - \$5.00

PUBLISHER: C. V. Mosby Company

Copyright: 1971

RELEVANT TO: Health

Reading Level: 15

TYPE OF MEDIA: Reference Book

SUBJECT CONTENT: Book for those working with the aged. It contains perspectives of the aged,
health, sickness and resources for care. Geriatric nursing and managing older persons with sel-
ected diseases.

COST: Average

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Very Good Buy

COMMENT: Excellent reference book for students working with the aged.

TITLE: THE NURSE'S AIDE

AUTHOR: Donovan, Belsjoe, Dillon
PUBLISHER: McGraw-Hill Book Co. - Blakiston Division

RELEVANT TO: Health

TYPE OF MEDIA: Teacher guide, textbooks

SUBJECT CONTENT: Text-workbook describing in detail nursing procedures most frequently assigned to and performed by nurses aides.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Excellent book if this correlates with the book used by the hospital you work with.

CO 070 033

pp. 415 - \$5.20

Copyright: 1968

Reading level: 12

TITLE: THE NURSERY SCHOOL

AUTHOR: Katherine H. Read

PUBLISHER: Saunders

RELEVANT TO: Personnel and Public Services, Health

TYPE OF MEDIA: Reference Book

SUBJECT CONTENT: Basically about the make-up of a nursery school. How to handle different situations that may arise. People indirectly and directly related to a Nursery School.

COST: Average

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Very Good buy

COMMENT: This book is geared for people in the field of child care. Deals with understanding the nursery school, how it operates, who is involved, handling problems, etc.

CO 070 034

pp. 390 - \$7.00

Copyright: 1971

Reading Level: 9

TITLE: THE NURSES GUIDE TO DIAGNOSTIC PROCEDURES

AUTHOR: Ruth M. French

PUBLISHER: McGraw-Hill Book Co.

RELEVANT TO: Health

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Covers wide variety of tests and procedures performed in the laboratory and radiology department. This book explains what the test is and what it means.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This would be expensive if all supplementary references were used. As a reference book for laboratory students, it would be good.

CO 070 035

pp. 335 - \$6.36

Copyright: 1962

Reading level: 14-15

TITLE: NURSING ASSISTANTS

AUTHOR: Gertrude Cherescavich

PUBLISHER: C. V. Mosby

RELEVANT TO: Health

TYPE OF MEDIA: Reference book, textbook

SUBJECT CONTENT: Hard covered book of procedures for the nursing assistant and the "who" of these procedures.

COST: Below average

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Best Buy

COMMENT: This could be used as a text or a reference for the student nurses aide.

CO 070 036

pp. 425 - \$8.75

Copyright: 1964

Reading Level: 11

TITLE: NURSING SKILLS FOR ALLIED HEALTH SERVICES

AUTHOR: Lucille A. Wood

PUBLISHER: Saunders

RELEVANT TO: Health

TYPE OF MEDIA: Teacher Guide, Textbooks

SUBJECT CONTENT: Basic nursing skills presented on a level for the student nurse.

COST: Above Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Satisfactory-to-Very Good Buy

COMMENT: This book is a good reference for health students interested in nursing.
It is very basic in its approach and easy to comprehend.

CO 070 037

Vol. I pp. 394 - \$5.00

Vol. II pp. 362

Copyright: 1972

Reading Level: 10

TITLE: ORIENTATION TO NURSING

AUTHOR: Chamberlain

PUBLISHER: McGraw-Hill Book Co.

RELEVANT TO: Health

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: This book provides an overview of nursing and the basic educational programs.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This is a good reference for any student planning to continue in the nursing profession.

CO 070 038

pp. 200 - \$6.95

Copyright: 1962

Reading level: 13

TITLE: OSTEOPATHIC MEDICINE: AN AMERICAN REFORMATION

AUTHOR: George W. Northup, D. O.

PUBLISHER: American Osteopathic Association

RELEVANT TO: Health

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Gives the history of Osteopathic Medicine up to the

COST: Below Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very Good

COMMENTS: This book would be good for reference. Suitable for individualizing instruction.

CO 070 039

pp. 74

Paperback-\$1.50

Hard cover-\$2.50

Copyright: 1966

Reading Level: 15

TITLE: PRACTICAL NURSE NUTRITION EDUCATION

AUTHOR: Alberta Shackelton

PUBLISHER: Saunders

RELEVANT TO: Health

TYPE OF MEDIA:

SUBJECT CONTENT: Up to date, concise and easy to follow basic principles of Nutrition and their application in all nutritional areas for the student nurse.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory Buy

COMMENT: Good textbook for student working in hospital diet kitchen.

CO 070 040

pp. 302 - \$5.00

Copyright: 1972

Reading Level: 16

TITLE: PRACTICAL NURSING

AUTHOR: Raptier, Koch, Moran, Geronson, & Phelps

PUBLISHER: C. V. Mosby

RELEVANT TO: Health

TYPE OF MEDIA: Reference book, textbook

SUBJECT CONTENT: Procedures used by practical nurses or aides--covers the duties completely, from anatomy and physiology to nursing the adult, maternal and child health, and communicable diseases.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This is a reference book for the workbook, Body Structure & Function. It has excellent information for any nursing student.

CO 070 041

Cost: \$8.95 - pp. 620

Copyright: 1970

Reading level: 11

TITLE: SIMPLIFIED NURSING

AUTHOR: Hoffman, Lipkin, Thompson

PUBLISHER: J. B. Lippincott Co.

RELEVANT TO: Health

TYPE OF MEDIA: Reference Book, Textbook

SUBJECT CONTENT: Book for nurse's aide and practical nurse. It gives procedures and treatments as well as tracing nursing from the 19th century to care of the elderly.

COST: Average

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Very Good Buy

COMMENT: Excellent book for reference with the body structure and function and nurse's aide book.

CO 070 042

pp. 650 - \$5.75

Revised: 1968

Reading Level: 13

TITLE: A STUDY GUIDE FOR NURSE'S AIDE

PUBLISHER: Dept. of Trade and Industrial Education, University of Alabama

RELEVANT TO: Inter-related, Health, Personnel and

Public Services and School-leaver

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: The seventy-two lessons are listed in the progress record. Most of the questions are answered in essay form with the intent of helping the student form the habit of giving clear-cut answers or explanations.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: The study guide is accompanied by a job test guide, covering the same topics in the same format including true-false and completion questions. There is an answer key for both manuals. The bibliography lists two essential references plus other supplementary references not required for completion of the lessons. No other equipment is required for this manual. The on-the-job experiences suffice for the job skills.

CO 070 043

pp. guide, 93--\$1.00

Job tests, 72--\$1.00

Copyright date: 1969

Reading level: 11

TITLE: TALKING WITH PATIENTS

AUTHOR: Brian Bird

PUBLISHER: J. B. Lippincott

RELEVANT TO: Health

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: This book covers the areas of the anxious patient, the depressed patient, and working with children.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This could be best used by students interested in continuing in nursing. This is a good reference source.

CO 070 044

pp. 354 - \$6.50

Copyright: 1973

Reading level: 8

TITLE: TEACHING TOPICS FROM 111 AND H11

PUBLISHER: Institute of Life Insurance

RELEVANT TO: Health

TYPE OF MEDIA: Periodicals

SUBJECT CONTENT: Discusses current topics and concerns in the health care profession.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: Good discussion of current concerns in the health fields. A periodical published quarterly. Good as resource and supplementary material. No additional costs or references needed.

CO 070 045

pp. 8 - free

Revised yearly

Reading level: 15

Grade level: 11,12

TITLE: TEXTBOOK OF ANATOMY AND PHYSIOLOGY

AUTHOR: Reith, Breidenbach, Lorenc

PUBLISHER: McGraw-Hill, Blakiston Division

RELEVANT TO: Health

TYPE OF MEDIA: Reference Book

SUBJECT CONTENT: Anatomy book for those preparing for a career in the paramedical profession. It gives the essentials of anatomy and physiology correlating them with practical problems.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This could be used either as a textbook or reference.

CO 070 046

pp. 350 - \$6.80

Copyright: 1964

Reading Level: 14

TITLE: TRAINING THE NURSING AIDE

AUTHOR: Hospital Research and Educational Trust

PUBLISHER: Robert J. Brady Co.

RELEVANT TO: Inter-Related, Personnel and Public Services, Health

TYPE OF MEDIA: Teacher guide, programmed learning materials, textbooks, study guide, student manuals, transparencies

SUBJECT CONTENT: Well organized and complete. Would be an excellent source of material for a health occupations class.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: The manual "Training the Nursing Aide" plus the enclosed transparencies would provide a rather complete course in health occupations laboratory skills.

CO 070 047

7 units - \$310.00

Copyright: 1970

Grade level: 11 & up

TITLE: UNDERSTANDING HUMAN BEHAVIOR

AUTHOR: Mary Milliken

PUBLISHER: Delmar Publishers

RELEVANT TO: Personnel and Public Service and Health

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Book designed to introduce the students in Health Occupations to elementary principles of psychology. Areas include: Becoming a Health Worker, Understanding Human Behavior, Problems in Living and Striving to Become an Effective Health Worker

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This textbook stresses the importance of understanding yourself and others, and the application of that knowledge to the patient relationship.

CO 070 048

pp. 224 - \$3.00

Copyright: 1974

Reading Level: 12

TITLE: VOCATIONS - MEDICAL CAREERS

PUBLISHER: AIMS Instructional Media Services, Inc.
RELEVANT TO: Personnel and Public Services, WECEP, Health
TYPE OF MEDIA: Filmstrips, Pamphlets
SUBJECT CONTENT: Short view of many medical careers in this series.
COST: Above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: These filmstrips show people working in the job and any information needed about the education necessary. The titles of the different units are as follows: 1) Nurses, 2) Technicians, 3) Aides, 4) Administrators, and 5) Therapists.

CO 070 049
10 filmstrips - \$ 110.00
Listening level: 9-10

TITLE: THE WONDERFUL HUMAN MACHINE

PUBLISHER: American Medical Association
RELEVANT TO: Health
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Anatomy book with these systems: skeletal, muscular, nervous, heart, lungs, skin, digestive and sense organs.
COST: Low
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Best Buy
COMMENT: Suitable for individualizing instruction.

CO 070 050
pp. 56 - \$0.65
Copyright: 1961
Reading Level: 11

TITLE: YOU'RE THE DOCTOR

PUBLISHER: American Osteopathic Association
RELEVANT TO: Health
TYPE OF MEDIA: Film
SUBJECT CONTENT: Osteopathic medicine--training necessary--where to train and practice, the type of patients he treats.
COST: Below average to low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This is an excellent short film on osteopathic medicine. Where the doctor may practice, his training and future needs for the osteopathic doctor.

CO 070 051
Cannot buy
May be rented-pay shipping charges
Grade level: 11-14

TITLE: AMERICAN TRUCKING ASSOCIATION CAREER KIT

CO 170 001

PUBLISHER: American Trucking Association, Inc.

kit - free

RELEVANT TO: Inter-related, industrial, special, marketing

Copyright: 1972

TYPE OF MEDIA: Career kit

Reading level: 12

SUBJECT CONTENT: Materials, pamphlets, posters which explain career opportunities in trucking. List of free aids to teachers is included. Good source of information to orient students to this industry.

COST: Low (free)

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Information is good for student to read about on these careers since this is an area that is often not available as on-the-job training in high schools. Suitable for individualizing instruction.

TITLE: ARCHITECTURE - QUIZZES AND PROBLEMS

CO 170 002

AUTHOR: William P. Spence

pp. 143 - \$1.98

PUBLISHER: McKnight and McKnight

Revised: 1972

RELEVANT TO: Inter-Related, Industrial, School-leaver

Grade level: 9-12

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: As the title indicates, this material is organized around a series of quizzes and problems using Spence's Architecture and Design - Engineering - Drawing as the reference. A most complete guide for individual study of the subject.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Only sketching is used in the study guide. The guide and the textbook must have the same publication date. McKnight will send answer key free with orders of ten or more.

TITLE: AUTO RADIATOR REPAIR AND THE COOLING SYSTEM

CO 170 003

AUTHOR: Harry Horowitz

pp. 256--\$5.50

PUBLISHER: McGraw-Hill Book Company

Copyright date: 1972

RELEVANT TO: Inter-related and Industrial

Reading level: 9

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: 270 pages of pictures, drawings, how-to instructions, related instruction and questions. Answers to questions are in back of book and can be removed.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: By closely correlating learning units with on-the-job experience, excellent results can be realized. Could also be used in formal school laboratory shop. No additional references are needed.

TITLE: AUTOMOTIVE AIR CONDITIONING

CO 170 004

PUBLISHER: Delmar Publishers

pp. 417 - \$4.80

RELEVANT TO: Inter-related, Industrial, School-leaver

Copyright: 1970

TYPE OF MEDIA: Study guide

Grade level: 9-12

SUBJECT CONTENT: Covers basic theory, diagnosis, service procedures, a section on hoses, lines and fittings, and a glossary of terms. The guide is greatly illustrated, and each topic concludes with review questions.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Very extensive coverage of the subject, adapted to the cooperative work experience type of study. No outside references. Instructor's guide available for \$1.00.

TITLE: AUTOMOTIVE BRAKES

AUTHOR: William Crouse and Jay Heisel

PUBLISHER: McGraw-Hill

RELEVANT TO: Inter-related, industrial

TYPE OF MEDIA: Teacher guide, transparencies

SUBJECT CONTENT: Transparencies that present the construction and operation of automotive braking systems--drum, disk, dual manual and power brakes are shown in a part by part build up to help understand how brakes work.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Correlated with textbooks from McGraw-Hill and are used as an aid on the presentation of this topic, the reference books would be needed by the student to best develop an understanding of these topics.

CO 170 005
8 Transparency Units
\$75.00
Copyright: 1971
Reading level: 11

TITLE: AUTOMOTIVE DIAGNOSIS AND TUNE-UP

AUTHOR: James A. Johnson

PUBLISHER: McGraw-Hill

RELEVANT TO: Inter-Related, Industrial

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Designed to enable student to learn the diagnosing and tuning of gasoline fueled internal combustion engines. Part I deals with complete diagnoses of electrical system of the motor vehicle (battery, starter, etc.). Part II covers tuneups, dynamometer test, and carburetion. Projects, tests, and quizzes included.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good Buy

COMMENT: Organized in a way that should help simplify how to fine tune an engine.

CO 170 006
pp. 469 - \$9.95
Copyright: 1972
Reading level: 14

TITLE: AUTOMOTIVE ELECTRICAL SYSTEMS

AUTHOR: William Crouse and Jay Heisel

PUBLISHER: McGraw-Hill

RELEVANT TO: Inter-related, industrial

TYPE OF MEDIA: Teacher guide, transparencies

SUBJECT CONTENT: Transparencies that present the construction and operation of the following automotive electrical systems--engine-indicating systems; lighting systems; battery construction and operation; alternator construction and operation.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: These materials are part of an entire series that is correlated with McGraw-Hill textbooks and would be most effective if the textbooks were utilized in the classroom.

CO 170 007
8 Transparency Units
\$75.00
Copyright: 1971
Reading level: 11-12

TITLE: AUTOMOTIVE ENGINE SYSTEMS

AUTHOR: William Crouse and Jay Heisel

PUBLISHER: McGraw-Hill

RELEVANT TO: Inter-related, industrial

TYPE OF MEDIA: Teacher guide, transparencies

SUBJECT CONTENT: Presentation of construction and operation of the following engine systems--intake and exhaust manifold and manifold heat control on injection; engine cooling; engine lubricating and ignition systems.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Transparencies are correlated with five McGraw-Hill textbooks and are to be used as an aid in presenting subject material. The correlated texts should be available to students for the transparencies to have the greatest effect.

CO 170 008
6 Transparency Units
\$75.00
Copyright: 1971
Reading level: 11-12

TITLE: AUTOMOTIVE MECHANICS - A STUDY GUIDE

CO 170 009

PUBLISHER: University of Alabama, Industrial Ed. Dept.

pp. 123--\$2.50

RELEVANT TO: Industrial and School-leaver

Copyright date: 1972

TYPE OF MEDIA: Study guide

Reading level: 9

SUBJECT CONTENT: The guide has an analysis and progress record listing 122 lesson titles. There are many lessons involving excellent sketches around which questions are based. Most of the questions are to be answered with sentence answers--essay. The study guide is quite comprehensive and thorough. Answer key is available.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent individual instruction material. Some understanding of the automobile is required of the related class instructor, but the answer key relieves this situation somewhat. Obtain the study guide then order the references listed in the bibliography. Total cost of references is \$35.00. There is some added value in writing essay type answers to questions.

TITLE: AUTOMOTIVE SERVICE BUSINESS: OPERATION AND MANAGEMENT

CO 170 010

AUTHOR: William H. Crouse

pp. 146 - \$4.95

PUBLISHER: McGraw-Hill

Copyright: 1973

RELEVANT TO: Inter-Related, industrial, marketing, CWT

Reading level: 11-12

WECEP, School-leaver

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Explored the various kinds of automotive service businesses, the job opportunities within them and the career ladder in this field. Explanations such as: how to go into business, and how to succeed are discussed.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Very thorough picture is presented which will aid student in understanding. Can be correlated with other texts and materials listed on front page of this book.

TITLE: AUTOMOTIVE STEERING SYSTEMS

CO 170 011

AUTHOR: William Crouse and Jay Heisel

4 Transparency Units

PUBLISHER: McGraw-Hill

\$70.00

RELEVANT TO: Inter-related, industrial

Copyright: 1972

TYPE OF MEDIA: Teacher Guide, transparencies

Reading level: 11-12

SUBJECT CONTENT: Transparencies which present the fundamentals of front end alignment and steering systems. Transparencies are constructed so that they can demonstrate a steering-linkage system and toe-in. Other units demonstrate comber, coster and other alignment necessities.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Best utilized with two correlated McGraw-Hill textbooks. Not easily applicable to individualized instruction.

TITLE: AUTOMOTIVE SUSPENSION SYSTEMS

AUTHOR: William Crouse and Jay Heisel

PUBLISHER: McGraw-Hill

RELEVANT TO: Inter-related, industrial

TYPE OF MEDIA: Teacher guide, transparencies

SUBJECT CONTENT: These transparencies are directly correlated with two McGraw-Hill texts: 1) Automotive Mechanics, 6th Ed., and 2) Automotive Chassis and Body, 4th Ed. They are concerned with explaining construction and operation of auto front and rear suspension systems, including coil and leaf springs, and shock absorbers.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Would best be utilized if the necessary correlated textbooks were used in the classroom. This is an aid to the textbooks from McGraw-Hill.

CO 170 012

6 Transparency Units

\$70.00

Copyright: 1972

Reading Level: 11-12

TITLE: AUTOMOTIVE TRANSMISSIONS AND POWER TRAINS

AUTHOR: William Crouse and Jay Heisel

PUBLISHER: McGraw-Hill

RELEVANT TO: Inter-related, industrial

TYPE OF MEDIA: Teacher guide, transparencies

SUBJECT CONTENT: Transparencies which present construction and operation of automotive power train including clutch transmission universal joint, slip joint, and differential, as well as actual shifting of gears.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Correlated with two McGraw-Hill textbooks which should be a part of the student's required reading for the Transparencies to be most meaningful--these are an aid to explaining text materials.

CO 170 013

6 Transparency Units

\$ 75.00

Copyright: 1972

Reading level: 11-12

TITLE: BASIC ELECTRONICS

AUTHOR: Paul B. Zbar

PUBLISHER: McGraw-Hill Book Company

RELEVANT TO: Industrial

TYPE OF MEDIA: Student Manual

SUBJECT CONTENT: Contains description of basic tube and transistor operation and gradually applies these principles in different situations. Also touches on integrated circuits.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: This book (manual) is perhaps one of the better written and organized. The material explained here progresses into more and more complicated material while utilizing the knowledge learned in previous chapters. The only equipment that most schools would not have would be the integrated circuits described. A beginner's Electronics course should not advance farther than Experiment 13.

CO 170 014

pp. 261 - \$6.50

Revised: 1967

Reading level: 13

TITLE: BASIC FLUID POWER TRANSPARENCIES

AUTHOR: John Naghosian, William Wolansky, and Andrew Mazzara

PUBLISHER: McGraw-Hill

RELEVANT TO: Inter-related, industrial

TYPE OF MEDIA: Teacher guide, transparencies

SUBJECT CONTENT: A series of 5 sets of transparencies dealing with principles and applications of fluid mechanics. The set covers topics: 1) Fundamental Fluid Laws; 2) Fluid Conditioning and auxiliary devices; 3) Fluid Power Input and Output Devices; 4) Hydraulic Input Devices; 5) Energy Modulation and Control Devices.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: All transparencies are professionally done and would be an effective tool for teaching these concepts. This would probably be better used in a formal preparatory class to complement a textbook. They would be difficult to use in a related class composed of many types of occupationally oriented students.

CO 170 015

5 sets of transparencies

\$85.00 each

Revised: 1972

Reading level: 11-12

TITLE: BASIC OXYACETYLENE WELDING

AUTHOR: Ivan H. Griffin and Edward M. Roden

PUBLISHER: Delmar Publishers

RELEVANT TO: Applied Biological and Agriculture, Interrelated, Industrial

TYPE OF MEDIA: Textbook and workbook

SUBJECT CONTENT: Composed of job sheets and related information. For beginning students. Basic operations are done in the flat position. Demonstrations by instructor are essential. Teaches both theory and practice.

COST: Average

LEARNING EFFECTIVENESS: Very good.

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Better adapted to use in vocational school classes than coop education. By close correlation of work experiences and the learning exercises in this text, excellent results could be obtained in an Industrial oriented training station. Equipment is required for executing the exercises. Extra references are "The Welding Encyclopedia", "The Oxyacetylene Handbook", "Standard Welding Symbols", which could be ordered after obtaining this book.

CO 170 016

pp. 104 - \$2.25

Copyright: 1971

Reading level: 11

TITLE: BLUEPRINT READING FOR PLUMBERS

AUTHOR: B. D'Arcangelo and J. R. Guest

PUBLISHER: Delmar Publishers

RELEVANT TO: Inter-Related, Industrial

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Material which explains 4 major areas in plumbing: piping drawings, isometric pipe layout, residential blueprints, commercial building blueprints. After completion, the student will be able to interpret drawings and make a mechanical plan of piping for residential or commercial purposes.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This an advanced text-workbook for those who have mastered the fundamentals of reading prints.

CO 170 017

pp. 128 - \$3.90

Copyright: 1973

Reading level: 10

TITLE: BRICKLAYING I

AUTHOR: Structural Clay Products Institute

PUBLISHER: Delmar Publishers

RELEVANT TO: Inter-related, industrial

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: One of three books in a series to be used during a three-year apprentice program. Contains basic related Technical information and Shop Practice jobs on areas such as Cavity Walls, Reinforced Brick Masonry. Progress record can be adapted to training plan.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Should have Books II and III of the set in the Coop library. Suitable for individualizing instruction.

CO 170 018

pp. 284 - \$4.05

Revised: 1952

Reading level: 11-12

TITLE: BRICKLAYING II

AUTHOR: F. William Raw

PUBLISHER: Delmar Publishers

RELEVANT TO: Inter-related, industrial

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Second book of three in a series which includes topics such as Blueprint Reading, Details of Construction Tools, Equipment and Safety. At the end of each unit a Shop Practice job enables learner to apply what he has learned. Prerequisite: Bricklaying I.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Books Bricklaying I and III should also be a part of this program. Well organized material. Suitable for individualizing instruction.

CO 170 019

pp. 204 - \$3.50

Copyright: 1951

Reading level: 11-12

TITLE: CAREERS IN THE BUILDING TRADES

PUBLISHER: Coronet Films

RELEVANT TO: Inter-related, Industrial, CWT, CWT-Special and a Building trades class

TYPE OF MEDIA: Film

SUBJECT CONTENT: Orientation to various building trade fields, carpentry, plumbing, heating, and mason in addition to the various skills required.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: The film may be used by itself or with text in building trades class. Information is good and current.

CO 170 020

Black and white (11 min.)--\$65.00

Color--\$130.00

Copyright date: Up to date

Grade level: Junior-Senior

TITLE: CARPENTRY - STUDY GUIDE

AUTHOR: R. W. Battenberg

PUBLISHER: American Technical Society

RELEVANT TO: Inter-Related, Industrial, School-Leaver

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: A complete study guide for carpentry for use with Fundamentals of Carpentry-Vol. 2, 4th edition. Contains varied kinds of questions plus sketches and illustrations.

COST: Below average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Must accompany textbook of same title and date. Would suggest other presentations of carpentry instruction as well. No special equipment is required, though demonstrations with actual steel square and other tools would improve over plates used.

CO 170 021

pp. 108 - \$1.80

Copyright: 1970

Grade level: 10-12

TITLE: COLLISION REPAIR GUIDE

AUTHOR: Robert C. Mac Pherson

PUBLISHER: McGraw-Hill

RELEVANT TO: Inter-Related, Industrial

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Describes and explains the fundamentals of collision repair. The material is presented in logical sequence and covers the analyses of damaged metal, use of hand tools, panel replacement, refinishing, and collision estimating.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This is excellent material for a student in a body shop.

CO 170 022

pp. 270 - \$5.25

Copyright: 1971

Reading level: 9

TITLE: ELECTRICAL FUNDAMENTALS FOR TECHNICIANS

AUTHOR: Robert L. Shrader

PUBLISHER: McGraw-Hill Book Company

RELEVANT TO: Industrial

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Starts out with a basic fundamental coverage and goes on to more complex components and theories in electronics. It is easy to follow and progresses well, and gives a good over-all look at electronics.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: It would not be necessary to buy a lot of equipment with this book, however, it might benefit the students to see the circuits as they actually work. The circuits are fairly well explained, so you could get away without setting them up.

CO 170 023

pp. 475 - \$11.50

Copyright: 1969

Reading level: 13

TITLE: ELECTRICAL WIRING RESIDENTIAL

AUTHOR: Ray C. Mullin

PUBLISHER: Delmar Publishers

RELEVANT TO: CWT, WECEP, School-leaver, industrial,

TYPE OF MEDIA: Programmed learning materials, reference book, study guide, student manuals.

SUBJECT CONTENT: It shows the proper and practical way of installing outlets and fixtures. It also backs up its reason by referring to the electrical hose.

COST: High-to-average

LEARNING EFFECTIVENESS: Very good

COST EFFECTIVENESS: Very good buy

COMMENT: This material is good learning for those who have had some knowledge of electricity and would like to continue a more technical goal in the electrical field. Practical experience will go well with the learning of the book.

CO 170 024

\$4.95

pp. 288

Copyright: 1973

Reading level: 12

TITLE: ELECTRONIC FUNDAMENTALS FOR TECHNICIANS

AUTHOR: Robert L. Shrader

PUBLISHER: McGraw-Hill Book Company

RELEVANT TO: Industrial

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Starts with review of basic components and simple circuits and utilizes this knowledge to expand into more exotic topics (medical electronic) and offers good survey of technician fields.

COST: Below Average

LEARNING EFFECTIVENESS: Normal to very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: Would make a good textbook in addition to a practical lab course. But would be useful in a straight book course.

CO 170 025

pp. 382 - \$11.95

Copyright: 1972

Reading level: 13

TITLE: ENGINES AND FUEL SYSTEMS

AUTHOR: William Crouse and Jay Heisel

PUBLISHER: McGraw-Hill

RELEVANT TO: Inter-related, Industrial

TYPE OF MEDIA: Teacher guide, transparencies

SUBJECT CONTENT: Transparencies which present nine areas of automotive engines and fuel systems: 1) Piston, Connecting Rod, and Crankshaft; 2) Valve train; 3) Four cycle piston strokes; 4) Hydraulic Valve Lifter; 5) Carburetor float; 6) Carburetor choke circuits; 7) Carburetor Accelerator Circuit; 8) Carburetor Full Power Circuit; 9) Fuel pump.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Correlated with three McGraw-Hill texts. Best utilizes as one aid to the correlated texts. Not easily adaptable to individualized instruction.

CO 170 026

9 transparency units

\$70.00

Copyright: 1971

Reading level: 11-12

TITLE: FLOOR COVERING - A STUDY GUIDE

PUBLISHER: Trade and Industrial Education, University of Alabama

RELEVANT TO: Inter-related, Industrial, School-leaver

TYPE OF MEDIA: Technical study guide

SUBJECT CONTENT: Includes forty-nine lessons on resilient tile and sheet goods and twenty-five lessons in carpeting. There is some math, measuring, sketching and estimating. A complete analysis and a progress record are included. The questions are all in essay form, requiring answers written in sentence form. An answer key is available.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Obtain the study guide then order the references shown in the bibliography. Total cost of references is \$11.00. The 1962 edition of Duffin was used in writing this study guide--a fact not disclosed in the bibliography at front of the study guide.

CO 170 027

pp. 75--\$1.50

Copyright date: 1972

Reading level: 8.5

TITLE: PART I. FUNDAMENTALS BUILDING TRADES BLUEPRINT READING

AUTHOR: Elmer Sundberg

PUBLISHER: American Technical Society

RELEVANT TO: Inter-related, Industrial, School-leaver

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: Developments in building trades as well as improvements in drafting techniques are covered. Contains self-check quizzes and trade competency tests besides a final exam, mathematics, metric conversions, glossary and answer key.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This combination text book and study guide is self-contained. Answer keys are available on request. A student entering into most any of the building trades will profit from completing this work. Book deals with heating and air conditioning, electrical, plumbing, carpentry, masonry and landscaping.

CO 170 028

pp. 190--\$3.15

Revised: 1972

Reading level: 12.5

TITLE: GENERAL ARCHITECTURAL DRAWING

CO 170 029

AUTHOR: W. E. Wayatt

PUBLISHER: Charles A. Bennett Co., Inc.

RELEVANT TO: Inter-Related, Industrial

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Describes building materials and explains construction principles, presents information necessary for building planning and design, and presents information necessary for drawing building plans. Beautiful color renderings of homes. Excellent two-color illustrations.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: Excellent self contained text and workbook for Industrial Oriented related classes. There is a study guide available--127 pages--\$1.32.

pp. 556 - \$7.68

Copyright: 1969

Reading level: 11

TITLE: GRINDING TECHNOLOGY

CO 170 030

AUTHOR: S.F. Krar and J.W. Oswald

PUBLISHER: Delmar Publishers

RELEVANT TO: Interrrelated, Industrial

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: An excellent new work on grinding machines, materials and processes. Discusses abrasives, wheel preparation, grinding machines, and recent developments. Each chapter ends with review questions. Well illustrated.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent material for coop related class. No machines or other equipment required. No additional references indicated. Instructor's manual available.

pp. 270 - \$4.50

Copyright: 1974

Reading level: College

TITLE: INTRODUCTION TO OXYACETYLENE WELDING

CO 170 031

PUBLISHER: Library Filmstrip Center

RELEVANT TO: Applied Biological and Agriculture,

Inter-related, Industrial and School-leaver

TYPE OF MEDIA: Filmstrip and cassette

SUBJECT CONTENT: Historical development of welding. Hazards of storage of acetylene, specialized machines for use of oxyacetylene equipment. Eighteen review questions and answers on frames at the end of the strip.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Separate projection facilities required in co-op classes, since not all student will be involved with type of training.

54 frames--\$23.00

Copyright date: 1972

Reading level: secondary, college
adult, vocational

TITLE: IS A CAREER IN MACHINING FOR YOU?

CO 170 032

AUTHOR: Hopke, Faust, Cote, and Atkins

PUBLISHER: Counselor Films, Inc.

RELEVANT TO: Inter-related, Industrial, and School-leaver

TYPE OF MEDIA: Film

SUBJECT CONTENT: One of a series of 40 films, primarily for grades 7 through 12. Excellent in color with sound and technique. There is an occasional omission of safety glasses in some of the operations--in spite of the most careful production. Approximately 38 of the films take an objective look at a major division of the world of work. One film surveys the whole world of work, while the last film shows how a career develops.

COST: High

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: A good film to show at the beginning of the year for the coop students just getting into the program.

Film (15.5 min.) - \$205.00

Grade level: 7-12

TITLE: JOBS IN PRINTING

CO 170 033

AUTHOR: James E. Ryan

3 filmstrips/4 records--\$60.00

PUBLISHER: Coronet Films

or 8 filmstrips/4 cassettes

RELEVANT TO: Inter-related, Industrial, Marketing, CWT,
and School-leaver

extra handbooks (lots of 10)--\$3.00

TYPE OF MEDIA: Filmstrips, records and handbook

Copyright date: 1972

Grade level: 9-12

SUBJECT CONTENT: Opportunities in the field of printing, levels of education needed and type of courses recommended for printing as a profession. The layout and graphic design of a typesetter is discussed along with lithographic camera operation.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Unit may be used by itself with a discussion session following each film. An energetic coordinator or instructor with background in the field would be extremely helpful. The eight titles of the films are: Layout and Graphic Design, Typesetter, Lithographic Cameramen, Photoengraver, Offset Pressmen, Letterpress Operator, Bookbinding, and Assistant Production Manager.

TITLE: MANAGING MULTIPLE ACTIVITIES IN INDUSTRIAL EDUCATION

CO 170 034

AUTHOR: G. Harold Silvius, Ed.D, and Estell Curry, M.S.

pp. 648--\$7.97

PUBLISHER: McKnight and McKnight

Revised: 1971

RELEVANT TO: Industrial teacher's education and handbook
for supervisors and administrators

Reading level: Teacher material

TYPE OF MEDIA: Reference book and textbook

SUBJECT CONTENT: Deals with problems of management and organization of multiple activity programs. Considers (1) the needs of the individual student in a technological society, (2) exemplary industrial programs at all educational levels, (3) the evolving philosophical base and organizational patterns for industrial education, and (4) the programming of essential multiple activities to fulfill the established goals of a course.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: A good handbook for teachers and administrators.

TITLE: MANUAL OF INSTRUCTION FOR DIE DESIGN

CO 170 035

PUBLISHER: Prakken Publications

pp. 247 - \$6.95

RELEVANT TO: Inter-Related, Industrial

Revised: 1970

TYPE OF MEDIA: Textbook/workbook

Grade level: 12-14

SUBJECT CONTENT: Presentation of the basic principles of die design and construction. Contains 22 problems which are a cross section of the die design and metal stamping industry. Illustrations, a detailed index and a "standards" section are included.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Would best be utilized in a classroom equipped with laboratory facilities. Good source for students interested in die design.

TITLE: MATHEMATICS FOR PLUMBERS AND PIPEFITTERS

CO 170 036

AUTHOR: Bartholomew D'Arcangelo, Benedict D'Arcangelo and
J. Russell Guest

pp. 193--\$3.00

PUBLISHER: Delmar Publishers, Inc.

Copyright date: 1968

RELEVANT TO: Inter-related, Industrial, School-leaver

Reading level: 10

TYPE OF MEDIA: Technical study guide

SUBJECT CONTENT: Reviews math fundamentals, teaches worker to calculate and measure rather than "cut and try." Covers sheet lead work, volumes, pressures, capacities, heat loss, and estimating. The appendix gives aid in solution of problems of the text.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: No additional reference is necessary for execution of this study guide, but other theory work in plumbing should be made accessible to the student.

TITLE: NATIONAL COAL ASSOCIATION CAREER KIT

CO 170 037

PUBLISHER: National Coal Association

Pamphlets

RELEVANT TO: Applied Biological and agriculture, inter-related, industrial

Copyright: up to date

TYPE OF MEDIA: Career kit

Reading level: 7-12

SUBJECT CONTENT: Brochures, leaflets, booklets and wall charts that will aid in developing a career interest in the coal industry, order forms for additional free teaching aid to free-loan film.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Since careers in coal are not available in many areas of U.S., this will make an excellent presentation for someone interested in this industry.

TITLE: PLUMBING I--RELATED INFORMATION

CO 170 038

AUTHOR: Harry Slater

pp. 198 - \$3.15

PUBLISHER: Delmar Publishers

Copyright: 1958

RELEVANT TO: Inter-related; industrial; CWT, School-leaver

Reading level: 8-9

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: First of 3-volume series which presents the information needed to supplement the practical work experience performed by apprentice plumbers. Provides a foundation in the areas of Pipe and Fittings, Soil Pipe, Cold Water Supply, Drainage Systems, Hot Water Supply and Fixtures.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Additional Volumes II and III might be utilized by advanced students or for more in-depth study of a topic. Suitable for individualizing instruction.

TITLE: PLUMBING II--RELATED INFORMATION

CO 170 039

AUTHOR: Harry Slater

pp. 173 - \$3.00

PUBLISHER: Delmar Publishers

Revised: 1962

RELEVANT TO: Inter-related, industrial, CWT, School-leaver

Reading level: 8-9

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: A continuation and extension of information built on the corresponding sections of Plumbing I. Items not included with book one presented in this book because of the vast amount of information on the topics covered.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Should be correlated with Book 1 and Book 3 of the series to assure overall development of student's knowledge in this technical area. Suitable for individualizing instruction.

TITLE: POWER TRAIN

CO 170 040

PUBLISHER: AIMS Instructional Media Services

13 min.(color)-\$175

RELEVANT TO: Inter-related, industrial, CWT

rental 1-3 days-\$20

TYPE OF MEDIA: Film

5 days-\$40

SUBJECT CONTENT: Animated film which reveals the principles and mechanics of the clutch, gearbox, universal joint, drive shaft and differential. The why, what and how of automobile transmission is demonstrated in an intriguing way.

Copyright: up to date

Grade level: 9-12

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Concepts presented. Clear explanation of topics.

TITLE: PRINCIPLES OF AIR CONDITIONING

AUTHOR: V. Paul Lang
PUBLISHER: Delmar Publishers
RELEVANT TO: Interrelated, Industrial
TYPE OF MEDIA: Textbook and workbook
SUBJECT CONTENT: Seven sections: Introduction, Psychrometrics, Principles of Load Estimating, Air Distribution, Applied Load Estimating, Residential and Commercial Equipment, Air Conditioning Controls Balancing the System. The Appendix has nine tables, plus charts and a sample restaurant job estimate.
COST: Below average
LEARNING EFFECTIVENESS: Excellent
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent material for Industrial-Technical related. No additional references requiree unless desirable to learn about different thermometer scales. No shop equipment required. The experiences at the training station will make this material more interesting.

CO 170 041
pp. 358 - \$4.65
Copyright: 1973
Reading level: 11

TITLE: PRINCIPLES OF REFRIGERATION

AUTHOR: R. Warren March & C. Thomas Olivo
PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-Related, Industrial
TYPE OF MEDIA: Textbook and workbook
SUBJECT CONTENT: There are five sections--Introduction, Heat and Temperature, Transfer of Heat, The Heart of the Refrigeration System, and Electrical Control Requirements. Each section is broken down into units, with comprehensive questions at the end of units. The appendix consists of nine tables. Material is well illustrated.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Ideal for the Industrial Oriented student in refrigeration. No added references or workbooks required. Very comprehensive. Attacks the subject from theory and illustrations--which are good. The experiences on the job should add interest to this workbook.

CO 170 042
pp. 370 - \$4.65
Revised: 1966
Reading level: 14

TITLE: PRINTING LAYOUT AND DESIGN

AUTHOR: Kenneth Orr
PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-Related, Industrial, Marketing
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Provides a basic knowledge of the principles of layout and design in printing. Divided into units, the material is presented and then an assignment in layout is required to make the student apply what he has learned.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Would also be a good resource book for a marketing program with students in ad layout or newspaper work. Suitable for individualizing instruction.

CO 170 043
pp. 201 - \$3.45
Copyright: 1968
Reading level: 10-11

TITLE: A PROGRAMMED COURSE IN BASIC ELECTRICITY

CO 170 044

AUTHOR: Staff of Electrical Technology Department

pp. 362 - \$6.50

PUBLISHER: McGraw-Hill Book Company

Revised: 1970

RELEVANT TO: Interrelated, Industrial, School-leaver

Reading level: 12

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: First steps toward electronics specialization, this book develops basic concepts essential to later studies in electronics. Student can pace his progress to suit his abilities. Only essential mathematics are covered. High interest rather than high IQ is stressed as ingredient for successful completion. Topics covered include Part I, Direct Current; Part II, A.C. Current; electrical laws; Symbols, Magnetism; Circuits; Meters; Induction; Resonance; Color Coding.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent material for individual study in the Industrial Oriented class. Complete with stated objectives and organized in programmed learning form. Should require at least two semesters to complete. No additional references required and no lab equipment is involved. The experiences at the training stations should complement the theory involved in the book.

TITLE: A PROGRAMMED COURSE IN BASIC ELECTRONICS

CO 170 045

AUTHOR: Staff of Electrical Technology Dept., New York Institute of Technology

pp. 416--\$7.50

PUBLISHER: McGraw-Hill Book Company

Copyright date: 1964

RELEVANT TO: Inter-related, Industrial

Reading level: 11-12

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: This course continues the steps toward electronics specialization started in the book Basic Electricity, by the same writers. The course, basic transistors, follows. This course discusses electron emission and control in vacuum tubes; amplification; oscillation; modulation; detection; superheterodyne principles; and basic power supplies.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Adapted to individual study in the Industrial Oriented class. Each lesson begins with objectives, introducing the subject to be learned, and it finishes with a summary. The programmed instruction format is a tried and tested method. No lab equipment is involved, making the on-the-job experience available to improving the learning.

TITLE: RELATED INFORMATION STUDY GUIDE FOR ELECTRICITY, VOL. I, II, III, IV

CO 170 046

PUBLISHER: Macmillan Publishers

pp. Varies - \$2.04 - \$3.30

RELEVANT TO: Interrelated, Industrial Trade

Revised: 1967

TYPE OF MEDIA: Study guide

Reading level: 13

SUBJECT CONTENT: A series of four guides, covering theory, A.C. principles, generation of electricity, alternators and motors. Very complete. Answer keys for each volume.

COST: High

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Well illustrated. Material enough for two terms. Well adapted to cooperative related classes. Extra reference books are required.

TITLE: SCIENCE PACKET - MEASUREMENT AND THE METRIC SYSTEM

CO 170 047

PUBLISHER: National Science Teachers Association

Multi-media kit - \$3.00

RELEVANT TO: Industrial

Copyright: 1973

TYPE OF MEDIA: Multi-media learning kit

Reading level: 8

SUBJECT CONTENT: A brochure or pack of materials introducing the metric system in an interesting and colorful way. Includes two metric rules, a cubic measure teaching device, plus an exhaustive list of articles found in issues of the "Mathematic Teacher" and "The Arithmetic Teacher".

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENTS: This is very useful as an introductory media.

TITLE: SMALL ENGINES TRANSPARENCIES

CO 170 048

AUTHOR: William Sheppard

10 Transparency Units

PUBLISHER: Gregg Division, McGraw-Hill

\$95.00

RELEVANT TO: Inter-related, industrial, CWT, WECEP, School-leaver

Copyright: 1972

TYPE OF MEDIA: Teacher guide, transparencies

Reading level: 11-12

SUBJECT CONTENT: Small engines transparencies covering units: 1) Magneto; 2) Magneto Operation; 3) Two-Stroke Cylinder; 4) Carburetor; 5) 4-stroke Cycle; 6) Fuel Pump; 7) Outboard Systems 8) Gear Case; 9) Fuel Tank Prescore

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Would need to be used in lecture discussion (Large group) as an A-V aid. Very good way of explaining the topics visually. Good unit on Outboard Engines, which is an area that is not always covered in other materials. Not good for individual learning.

TITLE: SMALL GASOLINE ENGINES - A STUDY GUIDE

CO 170 049

PUBLISHER: University of Alabama, Dept. of Industrial Ed.

pp. 77--\$1.50

RELEVANT TO: Applied Biological and Agriculture, Inter-related, Industrial and School-leaver

Copyright date: 1969

TYPE OF MEDIA: Study guide

Reading level: 9.5

SUBJECT CONTENT: Contains an analysis of the trade and a progress record. There are seventy-seven lessons, with some devoted to outboard motors and lawn mowers. All the questions require essay type answers, which will tend to improve the students' writing and spelling ability. Answer key is available.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good individual instruction material. Order study guide, then order references required. Total cost of references is \$20.00. Five primary references are listed in the bibliography.

TITLE: STUDY GUIDE FOR AUTO MECHANICS

CO 170 050

PUBLISHER: University of Missouri

pp. 115--\$2.50

RELEVANT TO: Inter-related, Industrial and School-leaver

Copyright date: 1972

TYPE OF MEDIA: Study guide

Reading level: 12

SUBJECT CONTENT: Uses assignment sheets to give the technical related information on introduction to the trade, components, engine design and servicing, testing and servicing electrical systems, drive line, brakes, and air conditioning and job management is well covered with a variety of kinds of test questions.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Very good material for individual learning. Does need someone to supervise who understands basic principles of power mechanics, electricity and the automobile internal combustion engine. Several references are required and should be ordered after acquiring the study guide. Contains complete analysis of trade as well as training plans.

TITLE: STUDY GUIDE FOR AUTO PARISHIAN

CO 170 051

PUBLISHER: University of Texas

pp. 113--\$3.15

RELEVANT TO: Inter-related, Industrial, and School-leaver

Copyright date: 1964

TYPE OF MEDIA: Study guide

Reading level: 12

SUBJECT CONTENT: Contains suggestions on the use of supervised study guides; a progress record; stockroom procedures; merchandising information; master plans for handling parts; effective display; and bibliography.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: In the usual industrial co-op class, there will be automotive reference material available, but other materials (parts and books) will have to be sought out by the coordinator's diligence. The student will have to display some initiative, also. My employer-trainers have been of some help with locating materials, as has the post office and the express office with mailing regulations.

TITLE: STUDY GUIDE FOR BEAUTY CULTURE THEORY

CO 170 052

AUTHOR: Constance V. Kibbe

pp. 152--\$5.00

PUBLISHER: Milady Publishing Corporation

Copyright date: 1967

RELEVANT TO: Inter-related, Industrial and School-leaver

Reading level: text, 11

TYPE OF MEDIA: Theory study guide

rkbook, 9.8 and state board review, 14.5

SUBJECT CONTENT: Meets the needs of students in apprenticeship and involved in a work study program. Contains most types of questions, plus sketches of the skeleton with identification tests. Completing this study guide and drilling with the state board exam review booklet, available from the same source, will assure the average-to-better student of passing the theory portion of the state board exam.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Better results are obtained when two or more students pursue the course together, especially when time comes for repetitive drill. The text entitled Standard Textbook of Cosmetology from the same source as the study guide is available and necessary. The book costs \$7.00. The state board exam review booklet at \$3.00 is essential also.

TITLE: STUDY GUIDE FOR BODY REPAIR

CO 170 053

PUBLISHER: University of Missouri

pp. 160--\$2.50

RELEVANT TO: Inter-related, Industrial and School-leaver

Copyright date: 1972

TYPE OF MEDIA: Study guide; technical

Reading level: 11

SUBJECT CONTENT: Contains twenty-one assignment sheets and four information sheets, covering the repair business, safety, metals welding, equipment, body and frame, refinishing, etc. Includes a complete analysis of the trade, training plan and progress record.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Very good material for individual learning. Several references are required and should be ordered after acquiring the study guide.

TITLE: A STUDY GUIDE FOR INTERIOR ELECTRIC WIRING - PART I. RESIDENTIAL

CO 170 054

AUTHOR: Kennard C. Graham

pp. 70--\$1.25

PUBLISHER: American Technical Society

Copyright date: 1961

RELEVANT TO: Inter-related and Industrial

Reading level: 11.5

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: Seventy pages of progress checks and examinations with some sketches. Guide is to be used with and is developed by Graham's text, Interior Electric Wiring, 6th ed., 1961. This is a specific related guide for electricians covering codes, theory, how-to instructions and estimating.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This is a basic course in wiring, starting with fundamental concepts of electricity and circuits. It is well adapted to the industrial co-op class. Needs only the reference text of the same name and published by the same company. Answer key is available.

TITLE: A STUDY GUIDE - UNDERSTANDING & SERVICING FRACTIONAL HORSEPOWER ELECTRIC MOTORS

CO 170 055

AUTHOR: Sanford Sasser
PUBLISHER: American Technical Society
RELEVANT TO: Inter-related, Industrial, School-leaver
TYPE OF MEDIA: Study guide
SUBJECT CONTENT: Title indicates content. Ninety-five pages of completion and matching questions, following the textbook of the same title. Answers are in appendix and probably should be removed and kept in instructor's possession.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Very good tool for individualized instruction, such as desired for related classes in industrial co-op. No lab equipment is mandatory, since the student will have opportunity to work with hands on experiences at his training station. Needs only the reference text of the same name and published by the same company.

pp. 95--\$1.25

Revised: 1968

Reading level: 10

TITLE: SUPERVISED STUDY GUIDE FOR RELATED INSTRUCTION IN PHOTOGRAPHY

CO 170 056

AUTHOR: Paul J. Isbell
PUBLISHER: University of Texas, Industrial Education Department
RELEVANT TO: Inter-related, Industrial
TYPE OF MEDIA: Technical study guide
SUBJECT CONTENT: The progress record lists jobs or operations in the trade and related study topics. Discusses history of photography, types of cameras, film, developing and finishing, correct exposure, color and composition. Confined to still photography.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Adapted to individual instruction. Close correlation with on the job experiences would improve effectiveness. Two references, costing under \$15.00, are required. A unit test booklet and an answer key is available and should be used with the course book.

pp. 80--\$3.15

Copyright date: 1968

Reading level: 12.5

TITLE: TEACHER LIABILITY IN SCHOOL SHOP ACCIDENTS

CO 170 057

AUTHOR: Dennis J. Kigin
PUBLISHER: Prakken Publications
RELEVANT TO: Industrial, inter-related
TYPE OF MEDIA: Professional Library
SUBJECT CONTENT: Nature and extent of shop-teacher liability is discussed along with safety, litigation, damage claims, and consequences of liability are covered. Numerous court cases are cited throughout the text.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Each cooperative and vocational education departments should have a copy.

pp. 148 - \$5.20 cloth

\$3.60 paperback

Copyright: 1973

Reading level:

Teacher material

TITLE: TECHNICAL METALS

AUTHOR: Harold L. Johnson

PUBLISHER: Charles A. Bennett Company, Inc.

RELEVANT TO: Inter-related, Industrial and School-leaver

TYPE OF MEDIA: Textbook and workbook

SUBJECT CONTENT: Covers planning, safety, occupational information, operations, tools and measurement. Problems in math are correlated with each unit. Many excellent illustrations and photographs are used, many in full color. The workbook is well illustrated and employs a variety of questions and problems. Answer sheet comes with order. The material covered includes bench metal, wrought metal, metal spinning, art metal, sheet metal, forging, foundry, welding, machining, and finishing of metals. Each section includes interesting projects for further learning.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: This book is well adapted to the general metals class. The best cooperation would be required of the training station and employer for the Industrial Oriented student to derive the best from the text. The related class would not be able to afford the opportunities for hands on experiences detailed in the text. The workbook offers excellent opportunity for technical related work in the related class.

CO 170 058

np. 480--\$0.58

wkbk.--\$2.82

Revised: 1973

Reading level: 11-12

TITLE: THIOKOL SMALL ENGINE MECHANICS PROGRAM

AUTHOR: Thiokol Chemical Corporation

PUBLISHER: McGraw-Hill Book Co.

RELEVANT TO: Inter-Related, Industrial, CWT, CWT-Special, WECEP

School-leaver, Adult Education

TYPE OF MEDIA: Reference book, student manuals, sound tapes

SUBJECT CONTENT: The system includes six kits: Safety; Tools and Fasteners; Measuring Tools; Fundamentals of Power; 2-Cycle Engine; and 4-Cycle Engine. Each kit is divided into short work units and contains a text-workbook, cassettes, and visual booklets. The student works independently through each unit using his own equipment.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This comprehensive multi-media training system is designed to give students an employable skill by training them to service and repair small engines. It may also be used as an introduction to gasoline combustion engines for courses in power mechanics and automotive technology. The program has been thoroughly field tested in job corps training centers by the Thiokol Chemical Corporation.

CO 170 059

6 kits-\$25.00-\$95.00 each

Copyright: 1973

Reading level: 9-12

TITLE: TIG WELDING

PUBLISHER: Library Filmstrip Center

RELEVANT TO: Inter-Related, Industrial and School-Leaver

TYPE OF MEDIA: Filmstrip and cassette

SUBJECT CONTENT: Explains equipment used, filler wire sizes, electrical current use, how to weld. Ten frames at the end are devoted to questions and answers.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: For coop classes separate projection room required. Need cassette player and filmstrip projection equipment.

CO 170 060

75 frames - \$23.00

Copyright: 1972

Reading level: 9 and up

TITLE: TRADE AND INDUSTRIAL EDUCATION NOTEBOOK

AUTHOR: Thomas O. Harris and Robert E. Scott
PUBLISHER: The Interstate Printers and Publishers, Inc.
RELEVANT TO: Inter-Related, Industrial, CWT, CWT-special
WECEP, School-leaver

TYPE OF MEDIA: Student manual

SUBJECT CONTENT: An organized notebook which can be utilized by student as he progresses in the coop program. Samples of forms, facts about jobs, orientation to cooperative education, trade terminology and VICA (youth group) are presented.

COST: Average to above average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory to very good buy

COMMENT: May be a good resource for a coordinator to help build a notebook to fit individual programs and needs.

CO 170 061

10 sections - \$3.00

Copyright: 1968

Reading Level: 12

TITLE: TURNING TECHNOLOGY

AUTHOR: S. F. Krar and J.W. Oswald

PUBLISHER: Delmar Publishers

RELEVANT TO: Interrelated, Industrial

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: Discusses lathe types and their construction, between center work, chuck work, special operations, the turret lathe and just a little about numerical control.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: Could be effective material for coop related classes. The illustrations are good. The experiences at the training station should supplement the text. Questions at the end of the chapters are good, though not varied as to type --mostly essay. Answer key is provided.

CO 170 062

pp. 287 - \$5.25

Copyright: 1971

Reading level: 13

TITLE: UNDERSTANDING RADIO ELECTRONICS

AUTHOR: Milton Kaufman, Herbert Watson, Herbert Welch, and George Eby

PUBLISHER: McGraw-Hill Book Company

RELEVANT TO: Inter-related, Industrial

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: This is a beginner's text. It begins with a general introduction to the field of radio communications, including a bit about space-age communications. Covers both vacuum tube and solid state circuits, with emphasis on solid state, printed circuits. VHF, UHF, and Super High Frequencies are presented in relatively simple terms. Basic operation of FM receivers and transmitters is explained.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent book for co-op classes. Does not require additional references or study guides. Some acquaintance with radio electronics on the part of the coordinator would be good. Each chapter concludes with questions. Answers are supplied in back of book.

CO 170 063

pp. 709 - \$10.95

Copyright: 1972

Reading level: 13

TITLE: WELDING VOCABULARY

AUTHOR: Charles G. Casey
PUBLISHER: Library Filmstrip Center
RELEVANT TO: Inter-related, Industrial, School-leaver, and formal welding classes
TYPE OF MEDIA: Filmstrip and cassette
SUBJECT CONTENT: Discusses equipment, temperatures, gases, types of welds, types of flames, types of rods and cutting.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Separate projection room is necessary for co-op class. Cassette player and filmstrip projector required.

CO 170 064

63 frames--\$23.00

Revised: 1972

Reading level: secondary, college, adult, and vocational

TITLE: WORKBOOK FOR BEAUTY CULTURE

PUBLISHER: Milady Publishing Company
RELEVANT TO: Inter-Related, Industrial, School-leaver
TYPE OF MEDIA: Study guide
SUBJECT CONTENT: A thoroughly proven guide for the preparation for taking state board exams for licensed beauticians. Covers all topics for preparation for the exam. All types of questions are used, including skeletal drawings, with nomenclature tests.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: With the required minimum hours practical experience under licensed beauticians as trainers and diligent application to this material, the average student would have no difficulty passing the state board and acquiring his or her license. This study guide can easily be mastered in the industrial oriented related class within the time required for apprenticeship. Answer key is available.

CO 170 065

pp. 152 - \$5.00

Copyright: 1970

Reading level: 9.8

TITLE: THE ANGRY FLAME

AUTHOR: Educational Materials Center

PUBLISHER: National Restaurant Association

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Filmstrip, record, study guide and teacher developed materials.

SUBJECT CONTENT: Preventing fires in food service establishments.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent for training food service workers in taking care of fire emergencies.

CO 090 001

Filmstrip (10 min.)--\$12.50

Copyright date: 1971

Listening level: High school

TITLE: BEING A FOOD SERVICE WORKER--TRAINING THE FOOD SERVICE WORKER

AUTHOR: Hospital Research and Educational Trust

PUBLISHER: Robert J. Brady Company

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher guide, student manuals, and teacher developed materials (final exam, lesson plans, etc.)

SUBJECT CONTENT: Basic tasks and desirable behaviors for being a food service worker; sanitation, housekeeping and safety, nutrition, purchasing, food preparation, non-food supplied, types of food service, cost, and control.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Basic information is contained within the manual and guide so other supplies are not needed. Some lab preparation would be wise. Excellent for all students on-the-job in areas of food service could be used for individual study of specific related information in class.

CO 090 002

Student pp. 308--\$4.50 ea.

Instructor pp. 218--\$4.50 ea.

Reading level: 10

TITLE: BEING A HOUSEKEEPING AID--TRAINING THE HOUSEKEEPING AID

AUTHOR: Hospital Research and Educational Trust

PUBLISHER: Robert J. Brady Company

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher guide, student manual, and teacher developed materials (lesson plans and suggested questions)

SUBJECT CONTENT: Basic training for housekeeping: principles of sanitation, personal care, cleaning procedures for difficult areas, controlling pests, care and upkeep of equipment, cleaning patient units, and isolation units.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: All basic information is contained within the manuals and guide so other materials are not needed. Could be used as individual study to supplement on-the-job.

CO 090 003

Student pp. 324--\$4.50

Instructor pp. 276--\$6.00

Revised: 1973

Reading level: 9

BEST COPY AVAILABLE

TITLE: BEING A WARD CLERK--TRAINING THE WARD CLERK

AUTHOR: Hospital Research and Educational Trust

PUBLISHER: Robert J. Brady Company

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher guide, student manuals, teacher developed materials and textbooks

SUBJECT CONTENT: A guide for learning how to keep a nursing unit running smoothly; hospital records, routines, vocabulary and laboratory procedures, hospital departments, and general information about patient care.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Basic information is found within manual and teachers guide so other materials are not needed. Could be used as individual study to supplement on the job.

CO 090 004

Student pp. 290--\$4.50 ea.

Instructor pp. 278--\$4.50 ea.

Revised: 1972

Reading level: 11

TITLE: BETTY CROCKER FILM LIBRARY

AUTHOR: General Mills

PUBLISHER: Betty Crocker Film Library

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Filmstrips, student manuals and scripts

SUBJECT CONTENT: Step-by-step directions for pie-making, yeast breads, muffins, biscuits, cakes, frostings, cookies, meal planning, packaging, convenience cooking and modern cookery.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Can be used individually by co-op students to acquaint themselves with various mixing and baking problems. Many home economics teachers may, however, have used this in foods classes, and it could be "old hat" to co-op students.

CO 090 005

9 filmstrips--\$5.00 per kit

Revised: 1973

Listening level: 8

TITLE: BUYING AND CARE OF PILLOWS, BUYING AND CARE OF SHIRTS, CERTI-

FIED WASHABLE AND DRYCLEANABLE SEAL LABORATORY AND PROFESSIONAL CARE OF FABRICS CO 090 006

PUBLISHER: International Fabricare Institute

34 frames (25-35 min.)--\$5.00 each

RELEVANT TO: Personnel and Public Services

Grade level: 10-12

TYPE OF MEDIA: Filmstrips and scripts

SUBJECT CONTENT: Covers the actual steps for caring for clothing in a dry cleaning establishment. Good pictures of equipment.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Very good for students working in laundries. Can observe different types of work and equipment used in care of clothing. Some sample titles are: Buying and Care of Pillows, Buying and Care of Shirts, Certified Washable and Dry Cleanable Seal Laboratory, and Professional Care of Fabrics.

TITLE: CAREER PLANNING FOR CHILD CARE

AUTHOR: Leni Donaldson

PUBLISHER: Salt Lake School District

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Learning activity packages and "concept cards"

SUBJECT CONTENT: Emphasizes on day care training: applying for a job, exceptional children, infant care, play, health and safety, food and eating habits, child care operations, books, music, science, and art. Ends with teacher and student evaluation.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Students in child care can move at own speed doing all or selected activities. Information sheets and exercises can be done at any time and in any order. Excellent material for individualizing instruction.

CO 090 007

pp. 165--\$3.00

Reading level: 10

TITLE: CAREERS IN HOTEL MANAGEMENT

CO 090 008

AUTHOR: Virginia B. McDonnell
PUBLISHER: Julian Messner, Inc./Division of Simon & Schuster, Inc.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Covers all aspects of hotel industry opportunities, family ventures, resorts, chains, motor hotels, catering, sales, housekeeping, etc.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent reading for in-depth search for food and hospitality workers.

pp. 190 - \$4.50
Copyright: 1971
Reading level: 11

TITLE: CHEF HERMAN'S STORY--HOW WE STARTED STUDENTS ON SUCCESSFUL
FOOD SERVICE CAREERS

CO 090 009

AUTHOR: Herman A. Breithaupt
PUBLISHER: Cahners Books, Division of Cahners Publishing Co.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: The story of Herman Breithaupt, a European-trained chef and food expert, and his accomplishments at Chadsey High School, the first high school in the U.S. designed to prepare young people for careers as cooks.
COST: High
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Can be used by individuals in food service to read for enjoyment and for more self-understanding.

pp. 241 - \$12.95
Copyright: 1972
Grade level: 11 & up

TITLE: CHEF'S GUIDE TO QUANTITY COOKERY

CO 090 010

AUTHOR: J. H. Ireland
PUBLISHER: Danl Publishing Co.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Recipes appropriate for commercial cooking.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent source for recipes for restaurant cooking and lab work. Students can compare preparation, cost, and portion control.

pp. 470 - \$6.50
Copyright: 1947
Reading level: 10

TITLE: CHILD CARE AIDE

CO 090 011

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials (tests and answer books)
SUBJECT CONTENT: Course outline: job analysis, study units including these concepts: needs and development of children, food and eating habits, play, toys and games, nature and science experiences, health and safety.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Students employed in child care centers will be able to apply these techniques and information immediately with infants, pre-school and/or exceptional children.

Teacher: \$10.00
Student: \$6.50
Reading level: 11
Copyright: 1969

BEST COPY AVAILABLE

TITLE: CLOTHING--A COMPREHENSIVE STUDY

AUTHOR: Hazel Thompson Craig
PUBLISHER: J. B. Lippincott Co.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Origin and evaluation of clothing and fashion and the garment industry.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent source for individual help with overall clothing service and skills.

CO 090 012
pp. 468
Copyright: 1968
Reading level: 12

TITLE: CLOTHING ASSISTANT

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.
SUBJECT CONTENT: Includes complete unit: concepts of fitting ready-made clothing, alterations, repairs, pressing, dry cleaning, recordkeeping and fabric characteristics.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: For students employed to repair and alter clothing, work in dry cleaning establishments, guide customers in fabric selection, or construct garments for others.

CO 090 013
Teacher: \$10.00
Student: \$6.50
Reading level: 13
Copyright: 1969

TITLE: COLETTES - SEA, FIELDS & FORESTS, GARDEN & FIELD FLOWERS

PUBLISHER: Visual Aids Studio
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Filmstrips
SUBJECT CONTENT: Directions for pasting and putting together collections of natural materials into floral arrangements, shadow box, and pressed prints.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Excellent for students interested in arts and crafts area. Gives very detailed illustrations for creating salable items.

CO 090 014
6 filmstrips - \$14.00 per set
Copyright: 1970
Reading level: 7

TITLE: CONSUMER EDUCATION PROGRAMMED LEARNING INSTRUCTORS

AUTHOR: Division of Vocational and Technical Education
PUBLISHER: State of Illinois
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: Contains units on general principles and consumer purchasing, budgeting and managing money, using consumer credit, buying goods (foods, clothing and household furnishings), buying services, automotive products and services, leisure time, housing insurance, consumer rights and responsibilities, consumer taxes, and savings and estimates.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Gives an overall view of buying power and responsibilities to cooperative students. Booklets are excellent to have handy for students to pick up and use in any "extra" minutes. Or to build units of teaching by the teacher.

CO 090 015
pp. 50+ per booklet--free
Copyright date: 1970
Grade level: 10-12

TITLE: COOKING FOR PROFIT

PUBLISHER: Gas Magazines, Inc.
RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Magazine

SUBJECT CONTENT: Information on food preparation, service, products, equipment, and commercial establishments.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent for food service workers to read for enjoyment and information. Acquaints students with up-to-date information.

CO 090 016
Cost: \$10/yr. - monthly
Copyright: 1973
Reading level: 10

TITLE: COOKING WITH UNDERSTANDING

AUTHOR: Herbert L. Nichols, Jr.

PUBLISHER: North Castle Books

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Reference book, (Textbook), Examination guide

SUBJECT CONTENT: A full and detailed discussion of the whole field of work--methods of cooking, nature of different foods, facts about health and diet, and the tools and appliances in the kitchen. Includes step-by-step instructions with explanation of reasons.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Cooks can refer to this book for skills and much technical knowledge needed for preparation of all types of foods.

CO 090 017
pp. 826
Copyright: 1971
Reading level: 11

TITLE: THE CORRECT WAITRESS

AUTHOR: Susan M. Dietz

PUBLISHER: Ahrens Publishing Company, Inc.

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: A practical manual for waitresses, written with an understanding of both employer and employee problems. A good guide for training.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Could be used as a text for an entire foods service class training waitresses.

CO 090 018
pp. 58--25¢
Copyright date: 1968
Reading level: 9

TITLE: DIETITIAN AIDE

PUBLISHER: Texas Tech. University

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.

SUBJECT CONTENT: Includes information on diet therapy, equipment, food preparations and service, safety, sanitation and management.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: For students employed in hospitals, nursing homes, or other health care facilities.

CO 090 019
Teacher: \$10.00
Student: \$6.50
Copyright: 1969
Reading level: 10

TITLE: DRIVE-IN FAST SERVICE

PUBLISHER: Harcourt Brace Jovanovich

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Magazine

SUBJECT CONTENT: Articles about food industry: service, products, labor, equipment, food preparation, and specific food chains and restaurants.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent source for keeping up to date on quick food service and foods products and equipment.

CO 090 020
Cost: \$10/yr. - monthly
Copyright: 1973
Reading level: 10

TITLE: ENJOYING LITERATURE WITH YOUNG CHILDREN

AUTHOR: Edited by Leland B. Jacobs

PUBLISHER: Teacher's College Press

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Discusses and gives examples for telling stories, selecting good literature for children, reading aloud, choral speaking, creating settings, and dramatizing literature for children.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Child care aides and classroom assistants can get excellent ideas from this booklet for using as they work with children.

CO 090 021

pp. 63--\$1.75

Revised: 1972

Reading level: 11

TITLE: FASHION: A VISUAL HISTORY

PUBLISHER: Visual Aids Studio

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Filmstrips

SUBJECT CONTENT: Characteristics of the different fashions from 4th century

B.C. to 20th century. Explains how politics, economies, religion, etc., influenced changes.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Excellent for students in fashion design and merchandising.

CO 090 022

5 filmstrips - \$35.00

Copyright: 1972

Reading level: 11

TITLE: FASHION AND YOU

PUBLISHER: Visual Aids Studio

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Filmstrips

SUBJECT CONTENT: Contains information for general understanding of fashion and how the individual uses it.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Excellent for students interested in fashion selling. Script and filmstrip would stimulate good discussion. These could be for personal improvement or for relating to customer needs.

CO 090 023

3 filmstrips--\$21.00 for all 3

Copyright: 1964

Reading level: 9

TITLE: FASHION AS A CAREER

AUTHOR: Edith Heal

PUBLISHER: Simon and Schuster, Inc./Julian Messner Division

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: History of fashion, its influence on modes and the rewards for those in the field.

COST: Below average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Would be excellent reading for a student working in design and really interested in making a decision about pursuing it with more schooling.

CO 090 024

pp. 190 - \$3.95

Copyright: 1966

Reading level: 12

BEST COPY AVAILABLE

TITLE: FASHION-COLOR, LINE AND DESIGN

CO 090 025

AUTHOR: Leslie Ruth Peltz pp. 152--1st, \$7.30; education, \$5.48; teacher's manual, \$5.00
 PUBLISHER: ITT Educational Services, Inc. Copyright: 1971
 RELEVANT TO: Personnel and Public Services Reading level: 9
 TYPE OF MEDIA: Textbooks, color chart and plastic styling figurine (included)
 SUBJECT CONTENT: Fashion drawing, color, design matrices, costume history, accessories, and size ranges are covered with special projects for each area.
 COST: Average
 LEARNING EFFECTIVENESS: Outstanding
 COST-EFFECTIVENESS: Very good buy
 COMMENT: For use with clothing occupations, specifically students needing work in fashion design. This publisher also has a whole series of other fashion books.

TITLE: FILMS AND STUDY GUIDE PACKETS FROM NATIONAL EDUCATIONAL MEDIA, INC.

CO 090 026

PUBLISHER: National Educational Media, Inc. Films (approx. 15 min. ea.)--\$130.00
 RELEVANT TO: Personnel and Public Services Rental: 2 days--\$11.00
 TYPE OF MEDIA: Films, study guides, instructor's information 1 week--\$22.00
 sheets, and post tests. 1 month--\$50.00
 SUBJECT CONTENT: These present the responsibilities and duties of various areas of food service, as well as other areas of public service. Copyright date: 1971
 COST: High Grade level: 11-12
 LEARNING EFFECTIVENESS: Excellent
 COST-EFFECTIVENESS: Excellent buy
 COMMENT: This series can be greatly valuable in the Personnel and Public Service area. The films are very well done and are an excellent teaching tool. The following is a list of the specific titles:

DEEP FAT FRYING
 GIVE YOUR EGGS A BREAK
 CARVING THE RIB ROAST
 THE HAMBURGER SANDWICH
 BROILING
 A COOL HEAD FOR SALADS
 SANDWICH PREPARATION AND PRESENTATION
 FAST SANDWICH MAKING
 KITCHEN SAFETY: PREVENTING FALLS
 KITCHEN SAFETY: PREVENTING BURNS
 KITCHEN SAFETY: PREVENTING MACHINE INJURIES
 KITCHEN SAFETY: PREVENTING CUTS & STRAINS
 DINING ROOM SAFETY
 COURTESY: FOOD SERVICE IS PEOPLE SERVICE
 COURTESY: THE INSIDE STORY
 HOW DO YOU LOOK WHEN IT COUNTS?
 TAKING THE ORDER
 PRESENTATION OF FOOD AND BEVERAGE
 TABLE SETTINGS
 MR. BUSBOY
 PREVENTING WASTE
 MR. DISH MACHINE OPERATOR

SANITATION: WHY ALL THE FUSS?
 SANITATION: RULES MAKE SENSE
 DINING ROOM SANITATION
 THE NEW SYSTEM
 USING STANDARDIZED RECIPES
 RUSH HOUR SERVICE
 CAFETERIA SERVICE
 KITCHEN SAFETY: PREVENTING FIRES
 ROASTING
 BRAISING & STEWING
 VEGETABLE PREPARATION
 SANITATION: RODENT & INSECT CONTROL
 SELLING WINE AND LIQUOR
 SIMMERING AND POACHING
 SHORT ORDER COOKERY
 RECEIVING AND STORING
 THE MAID: CLEANING THE BATHROOM
 THE MAID: MAKING UP THE ROOM
 THE FRONT DESK
 THE BELLMAN
 ROOM SERVICE
 TELEPHONE MANNERS

TITLE: FOCUS ON FOOD

CO 090 027

AUTHOR: Peck, Moragne, Sickler, and Washington pp. 422 - \$5.97
 PUBLISHER: McGraw-Hill--Webster Division Copyright: 1974
 RELEVANT TO: Personnel and Public Services, CWI-Special needs Reading level: 9
 TYPE OF MEDIA: Reference book Grade level: 8-12
 SUBJECT CONTENT: This is a junior high text, which emphasizes nutrition, food fadism, world foods, consumer aspects, and careers in the food field.
 COST: Average
 LEARNING EFFECTIVENESS: Normal
 COST-EFFECTIVENESS: Satisfactory buy
 COMMENTS: While a junior high text basically, this book could be used as reference for beginning food service workers.

TITLE: FOOD & NUTRITION FOR ELEMENTARY GRADER

AUTHORS: Benzley, Bailey, Mc t n, Edwards, and Donaldson

PUBLISHER: Board of Education, Salt Lake City, Utah

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher developed materials

SUBJECT CONTENT: Lessons with aids and lab outlines, bulletin boards, study sheets, etc. for teaching K-6 grades and nutrition.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Classroom assistants and child care aides can use this handbook for developing their assignments on the job. Helps them understand the level of work a younger child can grasp.

CO 090 028

Approx. pp. 125--Free

Reading level: 8

TITLE: FOOD SERVICE EMPLOYEE

PUBLISHER: Texas Tech. University

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials

SUBJECT CONTENT: Includes units on sanitation, safety, commercial kitchens, equipment, food preparation, production and service, receiving and storing foods.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: For students employed in commercial or institutional food services.

CO 090 029

Teacher: \$10.00

Student: \$6.50

Reading level: 12

Copyright: 1969

TITLE: FOOD SERVICE - INDIVIDUAL STUDY GUIDE

AUTHOR: Instructional Materials Laboratory

PUBLISHER: University of Missouri/Department of Practical Arts and Vocational Technical Education

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Student manual

SUBJECT CONTENT: A course of study, consisting of an analysis of food service, together with assignment sheets.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: Food service workers can study this individually in conjunction with their on-the-job training. Food reference texts are required.

CO 090 030

pp. 110

Revised: 1972

Reading level: 12

TITLE: FOOD SERVICE INDUSTRY--TRAINING PROGRAMS & FACILITIES

AUTHOR: U. S. Department of Health, Education & Welfare

PUBLISHER: U. S. Government Printing Office

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Booklet

SUBJECT CONTENT: Includes suggested teaching materials and methods for training individuals for the food service industry.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Good for a teacher reference when studying scope of the industry, foods sales, responsibilities of workers, sanitation and safety. There are many other yearly publications that can be acquired

CO 090 031

pp. 183--Free

Copyright date: 1961

Reading level: Teacher material

TITLE: FOOD SERVICE MARKETING

PUBLISHER: E.T.P., Inc., Headquarters
RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Magazine, monthly

SUBJECT CONTENT: Monthly magazine with current articles about the food industry--service, preparation, new products, and equipment, and distribution.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent for keeping abreast of current food service issues and events. Can be used for class reports and individual reading.

CO 090 032

2 years - \$7.50

Reading level: 14

TITLE: FOOD SERVICE WORKER

PUBLISHER: Delmar Publishers

RELEVANT TO: Personnel and Public Services and CWT, CWT-Special needs

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: Pre-vocational self-instructional manual covering duties and responsibilities, employment opportunities, education and training required, wages and benefits, and skills in working as a food serviceworker.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: May be used for slower students in food service

CO 090 033

pp. 53 - \$1.05

Copyright: 1970

Reading level: 7

TITLE: THE FREELOADERS

AUTHOR: Educational Materials Center

PUBLISHER: National Restaurant Association

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Filmstrip, record, study guide and teacher developed materials

SUBJECT CONTENT: Emphasizes factors which cause pests to enter, stay and multiply. Stresses good practices which must be observed to deny entry.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Helps students realize the importance of good housekeeping and prompt removal of trash.

CO 090 034

Filmstrip (10 1/2 min.)--\$14.95

Copyright date: 1971

Listening level: High school

TITLE: GUIDE TO MODERN CLOTHING

AUTHOR: Sturn, Grusser, Lyle and Roberts

PUBLISHER: McGraw-Hill Book Company

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Units on developing creativity, fabrics, care and selection, consumer responsibilities, and fashion as a career as well as construction techniques are discussed. Excellent unit on wage earning in the fashion world.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Excellent chapter on wage earning in the world of fashion for clothing design and service workers.

CO 090 035

pp. 562--\$6.99

Copyright date: 1973

Reading level: 10

TITLE: GUIDE TO MODERN MEALS

AUTHOR: Shank, Fitch, Chapman, and Sickler
PUBLISHER: McGraw-Hill Book Company/Webster Division
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book

CO 090 036
pp. 576 - \$6.96
Copyright: 1970
Reading level: 11

SUBJECT CONTENT: Units in book are on meal planning, preparation, foods for meals, and recipes. This is a comprehensive text.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This is a well-done reference book for the area of foods. Many pictures and charts make it a visually attractive book.

TITLE: HOME FURNISHINGS AIDE

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services

CO 090 037
Teacher: \$10.50
Student: \$7.00
Reading level: 10
Copyright: 1969

TYPE OF MEDIA: Teacher guide, programmed learning materials, student manual, and teacher developed materials.

SUBJECT CONTENT: Includes business aspects, interior design, working with clients, drapery construction, decorative furnishings, upholstery, care and maintenance of workroom or storage.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: For students employed in interior design studios, department stores, drapery or upholstery workrooms.

TITLE: HOUSEKEEPING MANAGEMENT ASSISTANT

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services

CO 090 038
Teacher: \$7.00
Student: \$4.50
Copyright: 1969
Reading level: 11

TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.

SUBJECT CONTENT: Includes tasks and responsibilities, equipment and supplies, management of daily and occasional duties, floor care, laundry procedures, and care of children.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: For students employed in hotels, motels, hospitals, nursing homes, private homes, or institutions.

TITLE: HOW TO INVEST IN PEOPLE

PUBLISHER: National Restaurant Association
RELEVANT TO: Personnel and Public Services

CO 090 039
Filmstrip (12 min.)--\$14.95
3 pamphlets--\$2.00 each
Grade level: 12 to adult

TYPE OF MEDIA: Filmstrip, pamphlets, records, study guide

SUBJECT CONTENT: Stresses the importance of training personnel and making them aware of career ladders in food industries.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Good for showing students how they can move up in food service and make it a career rather than just a job.

TITLE: FOOD SERVICE MARKETING CO 090 032
 PUBLISHER: E.T.P., Inc., Headquarters 2 years - \$7.50
 RELEVANT TO: Personnel and Public Services Reading level: 14
 TYPE OF MEDIA: Magazine, monthly
 SUBJECT CONTENT: Monthly magazine with current articles about the food industry--service, preparation, new products, and equipment, and distribution.
 COST: Low
 LEARNING EFFECTIVENESS: Outstanding
 COST-EFFECTIVENESS: Best buy
 COMMENT: Excellent for keeping abreast of current food service issues and events. Can be used for class reports and individual reading.

TITLE: FOOD SERVICE WORKER CO 090 033
 PUBLISHER: Delmar Publishers pp. 53 - \$1.05
 RELEVANT TO: Personnel and Public Services and CWT, CWT-Special needs Copyright: 1970
 TYPE OF MEDIA: Programmed learning materials Reading level: 7
 SUBJECT CONTENT: Pre-vocational self-instructional manual covering duties and responsibilities, employment opportunities, education and training required, wages and benefits, and skills in working as a food serviceworker.
 COST: Average
 LEARNING EFFECTIVENESS: Normal
 COST-EFFECTIVENESS: Satisfactory buy
 COMMENT: May be used for slower students in food service

TITLE: THE FREELOADERS CO 090 034
 AUTHOR: Educational Materials Center Filmstrip (10 1/2 min.)--\$14.95
 PUBLISHER: National Restaurant Association Copyright date: 1971
 RELEVANT TO: Personnel and Public Services Listening level: High school
 TYPE OF MEDIA: Filmstrip, record, study guide and teacher developed materials
 SUBJECT CONTENT: Emphasizes factors which cause pests to enter, stay and multiply. Stresses good practices which must be observed to deny entry.
 COST: Average
 LEARNING EFFECTIVENESS: Outstanding
 COST-EFFECTIVENESS: Best buy
 COMMENT: Helps students realize the importance of good housekeeping and prompt removal of trash.

TITLE: GUIDE TO MODERN CLOTHING CO 090 035
 AUTHOR: Sturn, Grusser, Lyle and Roberts pp. 562--\$6.99
 PUBLISHER: McGraw-Hill Book Company Copyright date: 1973
 RELEVANT TO: Personnel and Public Services Reading level: 10
 TYPE OF MEDIA: Reference book
 SUBJECT CONTENT: Units on developing creativity, fabrics, care and selection, consumer responsibilities, and fashion as a career as well as construction techniques are discussed. Excellent unit on wage earning in the fashion world.
 COST: Average
 LEARNING EFFECTIVENESS: Normal
 COST-EFFECTIVENESS: Satisfactory buy
 COMMENT: Excellent chapter on wage earning in the world of fashion for clothing design and service workers.

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AUTHOR: Shank, Fitch, Chapman, and Sickler
PUBLISHER: McGraw-Hill Book Company/Webster Division
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book

CO 090 036
pp. 576 - \$6.96
Copyright: 1970
Reading level: 11

SUBJECT CONTENT: Units in book are on meal planning, preparation, foods for meals, and recipes. This is a comprehensive text.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This is a well-done reference book for the area of foods. Many pictures and charts make it a visually attractive book.

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PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services

CO 090 037
Teacher: \$10.50
Student: \$7.00
Reading level: 10
Copyright: 1969

TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.

SUBJECT CONTENT: Includes business aspects, interior design, working with clients, drapery construction, decorative furnishings, upholstery, care and maintenance of workroom or storage.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: For students employed in interior design studios, department stores, drapery or upholstery workrooms.

TITLE: HOUSEKEEPING MANAGEMENT ASSISTANT

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services

CO 090 038
Teacher: \$7.00
Student: \$4.50
Copyright: 1969
Reading level: 11

TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.

SUBJECT CONTENT: Includes tasks and responsibilities, equipment and supplies, management of daily and occasional duties, floor care, laundry procedures, and care of children.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: For students employed in hotels, motels, hospitals, nursing homes, private homes, or institutions.

TITLE: HOW TO INVEST IN PEOPLE

PUBLISHER: National Restaurant Association
RELEVANT TO: Personnel and Public Services

CO 090 039
Filmstrip (12 min.)--\$14.95
3 pamphlets--\$2.00 each
Grade level: 12 to adult

TYPE OF MEDIA: Filmstrip, pamphlets, records, study guide

SUBJECT CONTENT: Stresses the importance of training personnel and making them aware of career ladders in food industries.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Good for showing students how they can move up in food service and make it a career rather than just a job.

BEST COPY AVAILABLE

TITLE: ILLINOIS TEACHER OF HOME ECONOMICS

AUTHOR: Hazel Spitzie (Editor)

PUBLISHER: Div. of Home Economics Education, Dept. of Vocational and Technical Education, University of Illinois

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Magazine

SUBJECT CONTENT: Published five times a year with each publication containing articles on current home economics issues, teaching aids and learning experiences for classroom use in career education and vocational home economics.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Much of the material is ready for duplicating and using immediately in the classroom. Excellent evaluation devices are included for individual or group use. Also, simulated games for group activity.

CO 090 040

pp. 125 per issue

Copyright date: yearly

Reading level: Teacher guide

TITLE: IMPROVING THE STATUS OF HOUSEHOLD EMPLOYMENT

AUTHOR: Allison H. Dawson

PUBLISHER: National Committee on Household Employment

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Handbook for teacher or community committee, pamphlets and study guide

SUBJECT CONTENT: Describes how to organize a community committee, adapting a program, examples of what some communities are doing, and a sample training curriculum.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent information for a coordinator who will be working with household aides. The party aide manual is well organized and covers details. Suitable for individualizing instruction.

CO 090 041

pp. 54-\$1.00

Revised: 1969

Reading level: 15

Party aide: 7

TITLE: INSTITUTIONS VOLUME FEEDING

AUTHOR: Volume Feeding Management Institution/Circulation Dept.

PUBLISHER: Cahners Publishing Co.

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Magazine

SUBJECT CONTENT: Up-to-date information about the food service industry--recipes, equipment, new products, sanitation, job opportunities, and specific restaurant and institutional food operations.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: May be used to keep abreast of food service in hotels, motels, restaurants, hospitals, nursing homes, schools, cafeterias, etc. Excellent for individual reading, discussions, and research for projects.

CO 090 042

Cost: \$1/iss., \$20/yr. - 24/yr.

Copyright: 1973

Reading level: 10

TITLE: IS A CAREER IN THE HOTEL OR MOTEL BUSINESS FOR YOU?

PUBLISHER: Counselor Films, Inc.

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Film

SUBJECT CONTENT: Takes a look at types of jobs in the lodging industry--housekeeping, guest services, front office and managership.

COST: High

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Could be used for exploring job interests, stimulating more discussion on attitudes and personal characteristics needed for successful employment.

CO 090 043

Film (14 min.)--\$200.00

rent \$30.00 per week

Grade level: 7-12

TITLE: KNOW YOUR JOB

AUTHOR: National Dairy Products Corporation

PUBLISHER: Sealtest, Inc.

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: A fountain manual of service operation and technique.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Use for training in food service--counter waitressing and fountain workers. The illustrated step-by-step instructions are easy to follow. Even though it is old, the steps are basically the same. There may be a newer edition.

CO 090 044

pp. 44--356

Copyright date: 1948

Reading level: 12

TITLE: MEAL MANAGEMENT LABORATORY MANUAL

AUTHOR: Nellie E. Thompson

PUBLISHER: Iowa State University Press

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Student manual

SUBJECT CONTENT: Covers aesthetic qualities of meals, nutrition, portions and costs, and lab assignments and procedures.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Individual project work. Students would need laboratory equipment and supplies to carry out assignments.

CO 090 045

pp. 132 - \$5.75

Copyright: 1966

Reading Level: 11

TITLE: MENU PLANNING--A BLUEPRINT FOR BETTER PROFITS

AUTHOR: Herbert E. Visick and Peter E. Van Kerec

PUBLISHER: McGraw-Hill Book Co.

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Textbooks

SUBJECT CONTENT: Points out how the menu is important to profit-making. Includes: types of menus, purchasing, standardized recipes, yield tests, precosting, production sheets, and determining selling prices.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Food service students could use this to solve problems on the job. They would see the relationship between the menu and personnel.

CO 090 046

pp. 160 - \$3.95

Copyright: 1974

Reading level: 11-12

TITLE: NUTRITION

AUTHOR: Kathleen Michaels Bernard, M.S.

PUBLISHER: DCA Educational Products, Inc.

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher guide and transparencies

SUBJECT CONTENT: Covers basic nutrition--why the body needs food and sources and functions of nutrients.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: A basic text should accompany these transparencies for maximum learning. Would be worthwhile along with other manuals, etc. for dietary aides.

CO 090 047

20 transparencies--\$48.00

Grade level: 10-14

**TITLE: OKLAHOMA VOCATIONAL HOME ECONOMICS EDUCATION--
COMMERCIAL FOODS--PRODUCTION AND MANAGEMENT**

AUTHOR: Ronald Meek

PUBLISHER: Oklahoma State Board of Vocational and Technical Education

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher developed materials (Behavioral objectives, suggested

teacher and student activities, information sheets, visual aids, tests and answers)

SUBJECT CONTENT: A basic course of study including units on: job analysis, securing a job, personal appearance, human relations, sanitation, safety, serving the public, use and care of equipment, menu planning and cost control, recipe use and costing.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent materials for training waiters, waitresses, counter and fountain boys or girls, husbands, cafeteria workers, and to give good background in skill training for all food service workers. The transparency masters, assignment sheets, job sheets, tests and answers are excellent for use with little extra preparation time for the teacher.

CO 090 048

pp. 500 +- \$12.00

Copyright date: 1972

Reading level: teacher guide

TITLE: OPPORTUNITIES IN CLOTHING

AUTHOR: Irene McDermott and Jeanne L. Norris

PUBLISHER: Chas. A. Bennett Co.

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Emphasizes wage earning occupations in clothing--fashion, merchandising, and industrial sewing.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Very good for study of fabrics, color, design, construction and alterations by clothing students on the job.

CO 090 049

pp. 350 - \$5.88

Revised: 1972

Reading level: 12

TITLE: PERSONAL HEALTH & CONDUCT

PUBLISHER: Gamco Industries, Inc./Creative Visuals

RELEVANT TO: Personnel and Public Services, CWT, CWT-Special

TYPE OF MEDIA: Teacher guide, filmstrips, sound tapes

SUBJECT CONTENT: Covers details of personal appearance, grooming health, hygiene, and manners and illustrates the advantages to the student who improves in all of these areas.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Discussion following each filmstrip is important. Resource speakers from the business community could follow up with the ideas presented here.

CO 090 050

12 filmstrips - \$143.00

Copyright: Up to date

Listening level: 9-10

TITLE: PORTABLE WORKSHOP FOR PRE-SCHOOL TEACHERS

AUTHOR: H. Cornelis Hollander

PUBLISHER: Doubleday and Co., Inc.

RELEVANT TO: Health and personnel and public services

TYPE OF MEDIA: Pamphlets and study guides

SUBJECT CONTENT: Ten practical guides in a plastic case.

Includes: "You in the Child's World, Scribbling and Finger Painting, Paper, Paste & Odds 'n Ends, Clay and Play Dough, Painting, A World of Words, People, Places & Things, Toys & Games, Music & Rhythm and Eyes, Ears & Teeth."

COST: Low

LEARNING-EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Use as resource for individual study and as a guide for developing projects in kindergarten and child care centers. Lots of pictures and examples stimulate student interest in the various activity areas.

CO 090 051

10 pamphlets

pp. 16-25 ea. - \$7.50

Copyright Date: 1966

Reading level: 10

TITLE: THE PROFESSIONAL CHEF

AUTHOR: The Culinary Institute of America, Inc. and the Editors of Institutions Magazine

PUBLISHER: Institutions Magazine

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Well-illustrated book detailing the artistry of the chef. Includes recipes, techniques, charts, glossary menus, safety, sanitation, food costs, and tools and equipment.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Use as a reference for training cooks and chefs.

CO 090 052
pp. 354--\$15.00
Copyright date: 1967
Reading level: 10

TITLE: THE PROFESSIONAL CHEF'S BOOK OF BUFFETS

AUTHOR: George Waldner and Draus Mitterhauser

PUBLISHER: Institutions Magazine Volume Feeding Management

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Buffets, from the simple to most elegant, are illustrated. Special attention given to today's requirements for economy in matching modern materials and methods to the classic cuisine buffet. Twenty special theme buffets and 130 recipes.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent for use as a reference and for students training as cooks to get stimulating and creative ideas.

CO 090 053
pp. 232--\$14.50
Revised: 1971
Reading level: 10

TITLE: PROFESSIONAL RESTAURANT SERVICE

AUTHOR: Ellen Adeline Harris

PUBLISHER: McGraw-Hill Co. of Canada, Limited

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Technical and personal aspects of foods service--meeting the public, appearance, duties, menu, types of service, costs and profits, legal rights and responsibilities, and applying for a position.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent source for foods service students--individual reading or good reference for using in solving job problems.

CO 090 054
pp. 99 - \$3.90
Copyright: 1966
Reading level: 10

TITLE: PROGRAM GUIDES FOR DAY CARE CENTERS

AUTHOR: Department of Children and Family Services

PUBLISHER: State of Illinois

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Pamphlet

SUBJECT CONTENT: Set of eight pamphlets including principles of a good program, a suggested daily program, creative materials, finger plays, arrangement of playrooms, indoor play equipment, playground, and qualities of a good teacher.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Can be used for individual work by child care assistants and nursery school or day care aides and for specific techniques in setting up a day care center for supervision of children.

CO 090 055
8 pamphlets, 4 pp. each--Free
Revised: 1970
Reading level: 12

TITLE: PROMOTION IN FOOD SERVICE

AUTHOR: Steven Laine & Iris Laine

PUBLISHER: McGraw-Hill Book Co.

RELEVANT TO: Personnel and Public Services, CWT-Special needs

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Includes vocabulary, profit-making, personal promotion, premises promotion, publicity, advertising, and customer satisfaction.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENTS: The text can be used by all students in food service for better understanding of the total business and to identify personal habits and characteristics necessary for promotion in a food service business.

CO 090 056

pp. 201 - \$6.50

Copyright: 1972

Grade level: 11-12

Reading level: 11

TITLE: THE SCHOOL LUNCH

AUTHOR: Marion L. Cronan

PUBLISHER: Chas. A. Bennett Co., Inc.

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Details regarding history of, policies, personnel, nutrition, menu planning, purchasing, production and serving, records, equipment, sanitation, safety and recipes for a school lunch program as a teaching area.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Good information for students working in cafeteria food service.

CO 090 057

pp. 512

Copyright: 1962

Grade level: 12

TITLE: SIMPLIFIED DIET MANUAL AND STUDY GUIDE

PUBLISHER: Iowa State University Press

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Reference book and workbook

SUBJECT CONTENT: Special diets and modifications are described and meal patterns accompany them. Study manual has exercises for the student to test his ability to write diets and modifications for prescribed diets.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Use as a self-study guide. Dietary aides can work together and apply learning to work at their training stations. Very effective in helping the student interpret what he is learning and doing on the job. Suitable for individualizing instruction.

CO 090 058

Text, pp. 106; study manual, pp. 67

Copyright date: 1970

Reading level: Senior high

TITLE: SIX KEYS TO BEING A BETTER WAITRESS

PUBLISHER: Restaurant/Hotel Aids

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher guide, sound tapes and tests

SUBJECT CONTENT: Covers six areas vital to good foodservice skills: attitude, appearance, cleanliness, salesmanship, honesty and personality

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Students in food services can listen to tapes and test themselves. Or, the tapes are good for the entire class to listen together, discuss, practice skills and then test. Each kit contains 4 cassettes in storage binder, complete teacher's guide and program instructions, answer sheet and 15 6-page tests.

CO 090 059

pp. 4 cassettes--\$24.95

Copyright date: 1972

Grade level: 10-12

TITLE: THE SMART WAITRESS

PUBLISHER: National Restaurant Association

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Filmstrips, records, study guide, teacher developed materials

SUBJECT CONTENT: A complete and entertaining audio-visual training program for food service employees. Teaches skills important for serving customers, personal appearance, attitudes, salesmanship, and teamwork.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent for training food service students in the skills necessary for top performance. Reinforces importance of relationships with others and would give all co-op students in other areas an overview and understanding of the importance of good service.

CO 090 060

4 filmstrips and 4 records--\$59.50

Copyright: 1970

Listening level: Junior & senior high

TITLE: STANDARDS FOR LICENSED DAY CARE CENTERS AND NIGHT-TIME CENTERS

AUTHOR: Dept. of Children & Family Services

PUBLISHER: State of Illinois

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: Minimum standards for licensed day care centers and night time centers. Includes the basis for application of standards and the organization and administration, personnel, services to children, planning and equipment, and reports.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Students in on-the-job training programs in child care can use this information to evaluate child care centers in their communities.

CO 090 061

Booklet--Free

Revised: 1971

Reading level: Teacher

TITLE: ICEN TIMES

PUBLISHER: Future Homemakers of America, National Headquarters

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Youth club magazine

SUBJECT CONTENT: Current information about the national home economics youth organization, its projects and activities.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent material for organizing an FHA-FHQA club. Excellent for individual reports, getting class project ideas, and for bulletin boards.

CO 090 062

Cost: \$2.00 yr. - qtrly

Reading level: 10

TITLE: TEXTILE WORKBOOK

AUTHOR: Leon Levy and Robert Feldman

PUBLISHER: Pitman Publishing Corporation

RELEVANT TO: Personnel and Public Services, Marketing

TYPE OF MEDIA: Student manuals

SUBJECT CONTENT: Includes recent developments in the textile field, information on man-made fibers, yarn construction, the loom, fabric printing, and the Textile Fiber Products Identification Act.

LEARNING EFFECTIVENESS: Outstanding

COMMENT: Very good workbook for gaining information necessary for clothing service workers.

CO 090 063

pp. 129

Revised: 1970

Reading level: 10

TITLE: TODAY'S BUSBOY

CO 090 064

PUBLISHER: Chain Store Publishing Corporation

pp. 140 - \$1.90

RELEVANT TO: Inter-Related, Personnel and Public Services,

Copyright: 1971

CWT, CWT-Special, WECEP, School-Leaver

Reading level: 9

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: Contains pre-test, post-test, and programmed instruction to teach necessary essential skills for employment as a busboy. Covers all phases of the job which a good busboy must know.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This easily administered, self-instructional manual provides quick, informal training. The corresponding Teacher's Guide details how the materials are to be used. Pre- and post-tests measure learning progress instantly. This booklet has approximately 180 "instructional frames" which build in difficulty, keeping the student involved and motivated.

TITLE: TODAY'S CONSUMER--A SEMESTER COURSE IN CONSUMER EDUCATION

CO 090 065

AUTHOR: James L. Allen

pp. 108--\$1.35/per unit

PUBLISHER: Homemaking Research Laboratories

Copyright date: 1970

RELEVANT TO: Personnel and Public Services

Reading level: Junior units

TYPE OF MEDIA: Teacher guide, reference book, study units, and teacher developed materials

Senior units

SUBJECT CONTENT: Study units, teacher keys and references, tests and answers for: managing for success, taxes, budgeting, and family goals and spending.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Use to stimulate more interest in real-life situations. After taking the tests, the T & F statements are excellent for stimulating discussion. The students enjoy working the math problems and referring to the answers themselves. This is available in beginning, intermediate and advanced units.

TITLE: TODAY'S DISHWASHING MACHINE OPERATOR

CO 090 066

PUBLISHER: Chain Store Publishing Corporation

pp. 170 - \$1.90

RELEVANT TO: Inter-Related, Personnel and Public Services, CWT,

Copyright: 1971

CWT-special, WECEP, School-Leaver

Reading level: 9

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: Contains pre-test, post-test, and programmed materials to instruct learner in the essential tasks of a dishwashing machine operator--contains material that all dishwashers need to know.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This easily administered, self-instructional manual provides quick, informal training. The corresponding Teacher's Guide details how the materials are to be used. Pre- and post-tests measure learning progress instantly. This booklet has approximately 180 "instructional frames" which build in difficulty, keeping the student involved and motivated.

TITLE: TODAY'S WAITRESS

PUBLISHER: Chain Store Publishing Corporation
RELEVANT TO: Inter-Related, Personnel and Public Services,
 CWT, CWT-special, WECEP, School-Leaver

CO 090 067
 pp. 200 - \$1.90
 Copyright: 1971
 Reading level: 9

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: Contains pre-test, post-test, and programmed material to develop a knowledge of the proper procedures of being a waitress. Easily used by both teacher and student. Covers situations and facts a waitress needs to know.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This easily administered, self-instructional manual provides quick, informal training. The corresponding Teacher's Guide details how the materials are to be used. Pre- and post-tests measure learning progress instantly. This booklet has approximately 180 "instructional frames" which build in difficulty, keeping the student involved and motivated.

TITLE: TRAINING YOURSELF FOR FOOD SERVICE

PUBLISHER: Restaurant-Hotel Aids

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher guide, programmed learning materials, tests and answers, and certificates of achievement.

SUBJECT CONTENT: Booklets of photographs with paragraph captions, omitting key words to be filled in by the reading. Self-checking post-test to be administered by the teacher. Grooming, better service techniques, personality, and customer service are included.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good for training waitresses and also used to give all HERO students a quick look at the responsibilities of a waitress.

CO 090 068
 pp. 50--\$2.90
 2-10 copies --\$1.75
 11-25 copies --\$1.50
 Reading level: Senior

TITLE: YOU, THE WAITRESS

AUTHOR: Pauline Shaffer

PUBLISHER: California State Polytechnical College

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher guide and filmstrips

SUBJECT CONTENT: Describes the individual tasks in serving foods, setting up tables, and handling the customer requests.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: To train a student for going on the job, to introduce waitressing to others, and to review.

CO 090 069
 65 frames--\$7.50
 Additional script--\$1.00
 Listening level: Junior-senior
 Copyright date: Up to date

TITLE: BORROWING MONEY

PUBLISHER: Educational Projections Corporation
 RELEVANT TO: Inter-Related, industrial, office, personnel and public services, marketing, CWT, school-leaver
 TYPE OF MEDIA: Multi-media learning kits
 SUBJECT CONTENT: Discussed various sources and types of loans.
 COST: Below average
 LEARNING EFFECTIVENESS: Very good
 COST-EFFECTIVENESS: Very good buy
 COMMENT: Useful material--possibly to precede a unit on purchasing a car. A good supplementary activity would be a talk by a bank loan officer. Everything is provided but a filmstrip machine.

CO 000 001
 \$22.50
 Copyright: 1970
 Reading level: 8
 Grade level: 11,12

TITLE: BUILDING MAINTENANCE WORKER

PUBLISHER: Delmar Publishers
 RELEVANT TO: CWT, CWT-Special, WECEP
 TYPE OF MEDIA: Programmed learning materials
 SUBJECT CONTENT: Information on the duties of building maintenance worker, typical materials and equipment used and places where employed. Education and training as well as wages and benefits are discussed.
 COST: Below average
 LEARNING EFFECTIVENESS: Very good
 COST-EFFECTIVENESS: Very good buy
 COMMENT: There are also about 45 other books from this publisher using the same format which might be worth investigating by the coordinators.

CO 000 002
 pp. 52 - \$1.05
 Copyright: 1970
 Reading level: 9

TITLE: CARE AND FEEDING OF MACHINE #73921

AUTHOR: Sun Oil Co.
 PUBLISHER: Close Productions
 RELEVANT TO: Inter-related, industrial, CWT, CWT-special, WECEP, School-leaver
 TYPE OF MEDIA: Multi-media learning kits
 SUBJECT CONTENT: Presentation on the need for lubrication and maintenance of machinery for efficient operation. An explanation of why proper care is needed and the results of negligent machine care are discussed.
 COST: Low
 LEARNING EFFECTIVENESS: Normal
 COST-EFFECTIVENESS: Very good buy
 COMMENT: Good information which should be easily understood by coop students.

CO 000 003
 \$5.95
 Copyright: 1972
 Grade level: 10-12

TITLE: CAREER AWARENESS: LAW ENFORCEMENT

AUTHOR: Miller Productions, Inc.
 PUBLISHER: AIMS
 RELEVANT TO: CWT, WECEP, School-leaver
 TYPE OF MEDIA: Teacher guide, films, student manuals
 SUBJECT CONTENT: Film about modern law enforcement careers and how to obtain training.
 COST: High
 LEARNING EFFECTIVENESS: Very good
 COST-EFFECTIVENESS: Satisfactory buy
 COMMENT: Timely presentation--includes a game of a mock trial. Gives good overview of many law enforcement careers. Requires only a projector. Student manual depicts trial and career information

CO 000 004
 11 minutes - \$180.00
 Rental: \$13.00
 Revised: 1973
 Viewing level: 9-12
 Grade level: 9-12

TITLE: CAREER EDUCATION, AUTOMATION CO 000 005
AUTHOR: Fred W. Bond, Elton R. Lash and Rex Reynolds, Jr. \$1.95
PUBLISHER: Allied Education Council Copyright: 1972
RELEVANT TO: CNT, CWT-Special, and WECEP Grade level: 8-12
TYPE OF MEDIA: Student manuals and worktext
SUBJECT CONTENT: Basic automotive vocabulary. Locates and identifies more than 200 parts. Visual clues to work identity. Very high interest.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Best utilized as basic automotive vocabulary for automotive parts. Consumable worktext.

TITLE: CAREER INFORMATION LEAFLETS CO 000 006
PUBLISHER: National Career Center leaflet - free
RELEVANT TO: Inter-related, office, personnel and public services, Reading level: 12.5
 CWT, WECEP, and School-leaver
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: Pamphlets explaining careers in business, banking and cosmetology.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Best buy
COMMENT: Best used on an individual basis with students interested in these careers. A list of schools where students can go for training is also enclosed. It would seem that the National Career Center would have other leaflets available.

TITLE: THE CHOICE IS YOURS CO 000 007
PUBLISHER: ACI Films, Inc. 13 minutes - \$180.00
RELEVANT TO: Inter-related, CWT, CWT-special, WECEP, Copyright: 1972
 School leaver, (9th and 10th Grade for Voc. Ed.) Reading level: 8-12
TYPE OF MEDIA: Film
SUBJECT CONTENT: Explains the value of vocational education as an alternative to college--
 Actual interview with students and employers. Employers tell why Vocational Education graduates are better prepared for the world of work.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: None

TITLE: CHOOSING YOUR JOB CO 000 008
PUBLISHER: Delmar Publishers pp. 52 - \$1.05
RELEVANT TO: CWT, WECEP, School-leaver, CWT-Special needs Copyright: 1970
TYPE OF MEDIA: Programmed learning materials, student manuals Reading level: 7
SUBJECT CONTENT: Inquiry into specific jobs. Stresses inquiry as to duties Grade level: 8-12
 of a worker--working conditions, education, and skills training needed to enter
 future type of job, pay, related occupations, any promotions. Relates personal qualities to occupational requirements.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Above average buy
COMMENT: Provides individualized instruction. It has small increments of learning and vocabulary is not too difficult. Two other series booklets complete the program.

BEST COPY AVAILABLE

TITLE: CONSUMER REPORTS

PUBLISHER: Consumers Union of United States, Inc.
RELEVANT TO: Office, personnel and public services, marketing,
CWT, and school-leaver
TYPE OF MEDIA: Periodicals
SUBJECT CONTENT: Magazine for consumers giving evaluations of various
products available.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent resource material for all students--covers all special interests--no resources
needed to use it.

CO 000 009
Small magazine - \$8/yr.
Copyright: monthly
Reading level: 12
Grade level: 11,12

TITLE: COOKS, CHEFS AND RELATED OCCUPATIONS

PUBLISHER: Sterling Educational Films, Inc.
RELEVANT TO: Inter-Related, Personnel and Public Services, CWT,
CWT-Special, WECEP, School-Leaver
TYPE OF MEDIA: Film
SUBJECT CONTENT: Brief overview of types of cooks, how they can move up in the field, types of
establishments that need cooks (i.e., hotels, hospitals, large companies, etc.). Shows unlim-
ited potential for those who are good. (i.e., own your own restaurant.)
COST: Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good Buy.
COMMENT: Especially good to show those students starting in entry level jobs (i.e., bus boys)
that there is a realistic profitable future. Not likely to be outdated soon (no salaries).

CO 000 010
\$90.00
Copyright: 1970
Listening Level: 11, 12
Grade Level: 8 - 10

TITLE: DISCOVERING YOURSELF

AUTHOR: Marjorie G. Cosgrove and Irma Unruh
PUBLISHER: SPA, Inc.
RELEVANT TO: CWT, CWT-Special, WECEP
TYPE OF MEDIA: Student manuals, teacher idea/awareness book
SUBJECT CONTENT: Booklet about YOU--understanding yourself, getting along with others.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This is an excellent book with great ideas for teachers in developing programs for atti-
tudes and building student self concepts. It could be used on individual basis as well as group
work for students.

CO 000 011
pp. 72 - \$2.40
Revised: 1969
Reading level: 8
Grade level: 7-9

TITLE: ELECTRONIC TECHNICIAN

PUBLISHER: Educational Projections Corp.
RELEVANT TO: Inter-Related, Industrial, CWT, CWT-Special, WECEP,
School-leaver
TYPE OF MEDIA: Filmstrips
SUBJECT CONTENT: Two part filmstrip--Part 1 traces the career preparation of a boy who reaches a
dead end in his career and then begins training and becomes employed as an electronics technician.
Part 2 is an analysis of subject matter and requirements of a technician course. Promotion and
salary are also discussed.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Good addition to a "Career library". Would complement Occupational Outlook Handbook.

CO 000 012
Filmstrip - \$10.00
Copyright: 1970
Reading level: 12

TITLE: EMOTIONS & SOCIAL ATTITUDES

SUBSET: FEAR - A TROUBLESOME EMOTION

CO 000 013

PUBLISHER: Creative Visuals

9 transparencies - \$43.00

RELEVANT TO: CWT-Special needs, WECEP, School leaver

Copyright: 1969

TYPE OF MEDIA: Teacher guide, filmstrips

Grade level: 8-11

SUBJECT CONTENT: An unusual program designed to develop awareness of emotions present in everyone. Defines emotions, how to recognize own emotions, how to effectively deal with them.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Discussing intangibles such as emotions is difficult as there are no two people who react alike. It is an excellent tool to make students aware of fear and it brings excellent response from individuals about personal problems. Teacher's manual is well written and very helpful.

TITLE: FAMILY DEVELOPMENT SERIES: BEING AN INFORMED CITIZEN

CO 000 014

AUTHOR: Stephen S. Udvari

pp. 79 - \$1.44

PUBLISHER: Steck-Vaughn Company

Copyright: 1973

RELEVANT TO: School-leaver

Reading level: 8-12

TYPE OF MEDIA: Student manuals

Grade level: School leaver

SUBJECT CONTENT: Describes the rights and responsibilities of a citizen, the differences between information and propaganda.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Useful for students who will not be enrolled in American Government as a course.

TITLE: FAMILY DEVELOPMENT SERIES: BUYING GUIDES

CO 000 015

AUTHOR: Stephen S. Udvari and Janet Laible

pp. 112 - \$1.44

PUBLISHER: Steck-Vaughn Company

Copyright: 1973

RELEVANT TO: School-leaver

Reading level: 8-12

TYPE OF MEDIA: Student manuals

Grade level: School leaver

SUBJECT CONTENT: Contains practical consumer buying information and suggestions for the purchase of day-to-day items and larger purchases.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Practical knowledge and actual practice in wise shopping--useful text for students who will not be enrolled in economics in school.

TITLE: FAMILY DEVELOPMENT SERIES: FAMILY MONEY MANAGEMENT

CO 000 016

AUTHOR: Stephen S. Udvari and Janet Laible

pp. 95 - \$1.44

PUBLISHER: Steck-Vaughn Company

Copyright: 1973

RELEVANT TO: School-leaver

Reading level: 8-12

TYPE OF MEDIA: Student manuals

Grade level: School leaver

SUBJECT CONTENT: Workbook of financial planning for a family including income, expenses, planning, credit and financial security.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Useful workbook for students who won't have economics. Can be used and retained by the student.

TITLE: FAMILY DEVELOPMENT SERIES: HEALTH, SAFETY AND SANITATION

AUTHOR: Stephen S. Udvari and Janet Laible
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: All areas (Especially good for Special areas)
TYPE OF MEDIA: Student manuals
SUBJECT CONTENT: Contains information on first aid, home safety plans, sign of illness and home sanitation.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Useful general knowledge for all students.

CO 000 017
pp. 96 - \$1.44
Copyright: 1973
Reading level: 8-12
Grade level: 10,11,12

TITLE: FAMILY DEVELOPMENT SERIES: UNDERSTANDING YOURSELF

AUTHOR: Stephen S. Udvari
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: All areas (Especially good for Special areas)
TYPE OF MEDIA: Student Manuals
SUBJECT CONTENT: Help in understanding who an individual is and in learning to accept oneself and set ones' values
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Good text for self-improvement and self-acceptance but this is difficult to do through a book.

CO 000 018
pp. 95 - \$1.44
Copyright: 1973
Reading level: 8-12
Grade level: 10,11,12

TITLE: FAMILY DEVELOPMENT SERIES: WHERE TO GO, WHO TO SEE, WHAT TO DO

AUTHOR: Stephen S. Udvari
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: All areas (Especially good for Special areas)
TYPE OF MEDIA: Student manuals
SUBJECT CONTENT: Information regarding available community services: social, medical, employment, legal and recreational.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Good general information for all students.

CO 000 019
pp. 96 - \$1.44
Copyright: 1973
Reading level: 8-12
Grade level: 10,11,12

TITLE: FAMILY DEVELOPMENT SERIES: WORKING WITH OTHERS

AUTHOR: Stephen S. Udvari
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: All areas (Especially good for Special areas)
TYPE OF MEDIA: Student manuals
SUBJECT CONTENT: Contains suggestions for finding job openings, interviewing, getting along on the job, figuring pay and benefits.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Useful workbook for students who are or will be job hunting. May be used alone.

CO 000 020
pp. 80 - \$1.44
Copyright date: 1973
Reading level: 8-12
Grade level: 10,11,12

TITLE: FINDING AND HOLDING A JOB

PUBLISHER: Delmar Publishers

RELEVANT TO: CWT, WECEP, School-leaver, CWT-Special needs

TYPE OF MEDIA: Programmed learning materials,

SUBJECT CONTENT: Where to look for a job, job interview preparation, proper attire, how to make a favorable impression, application forms, personal health record, references, and components in keeping a job.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: It provides individualized instruction. It has small increments of learning and vocabulary is not too difficult. Two other series booklets complete the program.

CO 000 021

pp. 52 - \$1.05

Copyright: 1970

Reading level: 7

Grade level: 8-12

TITLE: FINDING A JOB THROUGH THE NEWSPAPER

PUBLISHER: Delmar Publishers

RELEVANT TO: CWT, WECEP, School-leaver, CWT-Special needs

TYPE OF MEDIA: Programmed learning materials, student manuals

SUBJECT CONTENT: Uses classified advertisements, indexes of newspapers, placing a "situation wanted" ad. Sample sections of newspapers, practice pages for learned skills, and built in test at the conclusion. Large print, uncluttered pages. Samples of newspaper sections are very small, however.

COST: Below average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Useful in job hunting activities. Newspapers could also be utilized to extend learnings.

CO 000 022

pp. 4E - \$1.05

Copyright: 1970

Reading level: 8

Grade level: 8-12

TITLE: FOLLOWING DIRECTIONS--AN EXERCISE IN LISTENING--PART 1 AND 2

PUBLISHER: Gamco Industries, Inc./Creative Tapes

RELEVANT TO: CWT, CWT-special, WECEP, School-leaver

TYPE OF MEDIA: Sound tapes and worksheets

SUBJECT CONTENT: Programmed tapes and worksheets stress listening, thinking, and following directions--verbally given or printed. Two slides give complete instructions for worksheets, stressing following directions. Cues are given for shutting off tapes while completing worksheets.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Accompanying worksheets may be duplicated or purchased--same company for \$6.00 per hundred sets. Can be easily incorporated into related class.

CO 000 023

1 cassette

55 minutes - \$6.75

Copyright: 1972

Grade level: 8-10

TITLE: GENERAL EDUCATION SERIES: ENGLISH

AUTHOR: Philip J. Gearing, F. Daniel Althoff

PUBLISHER: Steck-Vaughn Company

RELEVANT TO: Office and school-leaver

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: General review of basic grammar and punctuation rules, organized in a workbook.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent review of GED English testing. May be used alone or with other pre-testing material. Excellent material for individualizing instruction.

CO 000 024

45 lessons - \$1.44

Copyright: 1973

Reading level: 8-12

Grade level: School leaver

TITLE: GENERAL EDUCATION SERIES: LITERARY MATERIALS

AUTHOR: Philip J. Gearing, Sandra M. Nixon
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: School-leaver
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: General review of literary material organized in programmed material for student workbooks.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent review material for the literature test of the GED test series. Material is consumable. Excellent material for individualizing instruction.

CO 000 025
25 lessons - \$1.44
Copyright: 1973
Reading level: 8-12
Grade level: School leaver

TITLE: GENERAL EDUCATION SERIES: MATHEMATICS

AUTHOR: Philip J. Gearing and Robert W. Dennard
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: School-leaver
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: A short basic math review and a longer fundamental of algebra workbook.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent review book for GED math testing. Excellent material for individualizing instruction.

CO 000 026
pp. 40 - \$1.44
Copyright: 1973
Reading level: 8-12
Grade level: School leaver

TITLE: GENERAL EDUCATION SERIES: NATURAL SCIENCE

AUTHOR: Philip J. Gearing and Craig Conrad
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: School-leaver
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: A general science and biology review workbook.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent review for GED Natural Science testing. Use with other GED preparatory materials. Excellent material for individualizing instruction.

CO 000 027
pp. 39 - \$1.44
Copyright: 1973
Reading level: 8-12
Grade level: School-leaver

TITLE: GENERAL EDUCATION SERIES: REVIEW

AUTHOR: Philip J. Gearing
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: School-leaver
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: Short review sections of each of the five GED tests' areas. Sample testing in each area is included.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent final review after completion of the other five in the series. Excellent material for individualizing instruction.

CO 000 028
43 lessons - \$1.98
Copyright: 1973
Reading level: 8-12
Grade level: School leaver

TITLE: GENERAL EDUCATION SERIES: SOCIAL STUDIES

AUTHOR: Philip J. Gearing and Carol Lank Ford

PUBLISHER: Stech-Vaughn Company

RELEVANT TO: School-leaver

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: General review of social studies material in a programmed student workbook.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent review of social studies section of the GED test series. Excellent material for individualizing instruction.

CO 000 029

39 lessons - \$1.44

Copyright: 1973

Reading level: 8-12

Grade level: School leaver

**TITLE: GENERAL MECHANICAL TRADES CURRICULUM GUIDE - OKLAHOMA
STATE D.V.T.E.**

AUTHOR: Selected Teacher Coordinators

PUBLISHER: Oklahoma State Board of Vocational and Technical Education

RELEVANT TO: Applied Biological and Agriculture, Industrial, CWT,

CWT-Special

TYPE OF MEDIA: Teacher Guide (Curriculum Guide), transparencies (masters), objectives, assignment charts, tests, and key.

SUBJECT CONTENT: This is a curriculum guide for general mechanical trades inclusive of safety-tools, measuring blueprint, leadership, gas and arc welding, small engines, and metal work.

COST: Below Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory Buy

COMMENT: The guide is quite complete, provided the cooperative instructor has a need to delve into basic concepts in the mechanical trades areas.

CO 000 030

pp. 490 - \$10.00

Copyright: 1971

Reading Level:

Teacher Material

TITLE: A GENERAL RELATED STUDY GUIDE

AUTHOR: Howard McVickers

PUBLISHER: Vocational Technical and Industrial Department--Purdue University

RELEVANT TO: Inter-related, Industrial, Office, CWT, School-leaver

TYPE OF MEDIA: Study guide (general related)

SUBJECT CONTENT: The first 108 pages of this guide are composed of lesson topics similar to the topics in the text book, Succeeding in the World of Work. The last section of the guide covers safety, health, and hygiene plus a section on the operation of cooperative work training programs. The questions on the topics are thorough and varied as to construction. There is an answer key available.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Mixed with current political and economic topics, visiting speakers and club activities can be used for two terms, but used alone would probably cover one semester. The text-reference Succeeding in the World of Work is needed.

CO 000 031

pp. 160 - \$2.00

Copyright: 1971

Grade level: 9-12

TITLE: GETTING A JOB

AUTHOR: Florence Randall

PUBLISHER: Lear/Seigler --Fearon Publishers

RELEVANT TO: CWT, CWT-Special needs, WECEP, School leaver

TYPE OF MEDIA: Student manuals

SUBJECT CONTENT: Various job clusters and tasks in each. Explains forms, interviews, job hunting. Perforated removable work sheets.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Shows students what kinds of jobs are available, how to read and use help wanted ads, make applications, go for interviews, and fill out forms. Discusses on-the-job training and government programs, wages, taxes, Social Security, work laws, and the like.

CO 000 032

pp. 39 - \$2.01

Copyright: 1968

Grade level: 9-11

Reading level: 3.6(Space)

TITLE: GETTING APPLICATIONS RIGHT

AUTHOR: Jeri Schapiro

PUBLISHER: Scholastic Book Service

RELEVANT TO: CWT, CWT Special, WECEP, School-leaver

TYPE OF MEDIA: Transparencies, ditto masters

SUBJECT CONTENT: Vocabulary on application forms. Forms include social security form, job application, driver's license, savings and checking accounts, credit, car loan, mail order. Same material on transparency and ditto master.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: A good, ready source of material useful for teaching the basic forms. Can be used with any unit on consumer education, and/or pre-vocational skills unit.

CO 000 033

8 transparencies - \$4.50

Copyright: 1973

Reading level: 8

Grade level: 8-11

TITLE: GETTING READY TO COOK

AUTHOR: Ann A. Weaver

PUBLISHER: Lear, Seigler--Fearon Publishers

RELEVANT TO: CWT, CWT-Special, WECEP, School-leaver

TYPE OF MEDIA: Teacher guide, student manuals

SUBJECT CONTENT: Practical kitchen skills. Buying and planning meals, recipes, measuring, care of store, health and safety, setting up table, etc. Good illustrations, simple sentences.

COST: Below average

LEARNING EFFECTIVENESS: Normal

COST EFFECTIVENESS: Very good buy

COMMENT: Useful for student in foods preparation courses leading up to work-related classes and also in related class. Teacher's guide is available free.

CO 000 034

pp. 58 - \$1.65

Copyright: 1974

Grade level: 8-12

Reading level: 2.8(Spache)

TITLE: GUIDANCE SERIES BOOKLETS

PUBLISHER: Science Research Associates

RELEVANT TO: CWT, WECEP, School-leaver

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: A set of 45 booklets covering educational guidance, vocational guidance, personal and social guidance, for counselors.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Good individual guidance materials, useful for specific questions and general reference. Good reference for career education and human relations. Would not be suitable as the only books.

CO 000 035

45 booklets - \$36.50

Copyright: up-to-date

Reading level: 9

TITLE: HOW SCHOOL HELPS TO PREPARE YOU FOR ADVANCEMENT

PUBLISHER: Educational Projections Corporation

RELEVANT TO: WECEP, School-leaver

TYPE OF MEDIA: Filmstrips, study guide, student manuals, multi-media learning kits

SUBJECT CONTENT: Discusses grammar extensively-has a short section on the types of jobs various educational levels provide.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Useful for "potential" school dropouts as a slight motivator. Everything is provided but a filmstrip machine.

CO 000 036

Multi-media - \$22.80

Copyright: 1970

Reading level: 8

Grade level: 8,9

TITLE: HOW TO GET A JOB

AUTHOR: William A. Fraenkel, Ph. D.

PUBLISHER: President's Committee on Employment of the Handicapped

RELEVANT TO: CWT-Special

TYPE OF MEDIA: Student manuals

SUBJECT CONTENT: Choosing work, getting help, practical guide to things to know before and during job seeking. Simple, basic.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This booklet could be used as a career orientation for students starting to secure a job. Large type. Easily read. A handy guide for job seekers.

CO 000 037

pp. 28 - \$3.35

Reading level: 7

Grade level: 6-12

**TITLE: HOW TO PREPARE FOR THE HIGH SCHOOL EQUIVALENCY EXAMINATION
READING INTERPRETATION TESTS**

AUTHOR: Eugene J. Farley

PUBLISHER: Barron's Educational Series, Inc.

RELEVANT TO: School-leaver

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Preparation material for the Social Studies, Natural Science and Literature GED tests.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Material is intended to teach and give practice simulating the actual GED tests. This would be useful for low readers (5-7), for initial practice and motivation but is far too elementary as an actual source for preparation. Suitable for individualizing instruction.

CO 000 038

pp. 477 - \$5.75

Copyright: 1970

Reading level: 6-7

Grade level: 11-12

TITLE: IF YOU GET INTO TROUBLE

PUBLISHER: Educational Projections Corporation

RELEVANT TO: CWT, CWT-special, WECEP, School-leaver

TYPE OF MEDIA: Filmstrips, programmed learning materials, study guide, study manuals, multi-medial learning kits, and answer guides.

SUBJECT CONTENT: How to deal with financial problems, problems on the job, where to go to get help. One filmstrip and manual contain questions relating to reading comprehension, grammar, and functional math in a work related setting

COST: Low cost

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Good for related classroom instruction along with other materials for teaching and practical application. There is also a cataloging audio-visual kit available for the material. Programmed material allows individualized instruction.

CO 000 039

Multi-media kit - \$22.50

Copyright: 1970

Grade level: 9-12

TITLE: INSTRUCTIONAL WELDING GUIDELINES

AUTHOR: H. L. Fordyce

PUBLISHER: U.S. Department of Justice, Bureau of Prisoners

RELEVANT TO: Agriculture, Inter-Related, Industrial, CWT, CWT-Special

TYPE OF MEDIA: Student manual

SUBJECT CONTENT: The material covers the various weldments and situations of arc, oxyacetylene, mig, and tig welding. Also covered arc welding symbols, electrode classification, and application.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Could be utilized with different types of students that are industrially oriented.

CO 000 040

pp. 213 - \$3.65

Published: 1971

Reading Level:

Teacher material

TITLE: IS A CAREER IN ELECTRONICS MANUFACTURING FOR YOU?

CO 000 041

PUBLISHER: Counselor Films, Inc.

Film (14-16 min.)--\$200.00

RELEVANT TO: Industrial, CWT, and WECEP

\$30.00/per week as rental

TYPE OF MEDIA: Film

Grade level: 7-12

SUBJECT CONTENT: It shows the careers which one could go into in the world of electronics.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: The film is an excellent film and could not but help any student in a co-op program interested in electronics.

TITLE: IT'S UP TO YOU

CO 000 042

AUTHOR: S. Norman Feingold

Film (11 min.)--\$15.00 rent

PUBLISHER: Vocational Films

Copyright: 1969

RELEVANT TO: WECEP and School-leaver

Grade level: 9-10

TYPE OF MEDIA: Films

SUBJECT CONTENT: Outlines the problems of teenagers in setting a vocational goal.

COST: Below average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Points up the need for students to investigate various careers.

TITLE: JOB ATTITUDES: WHY WORK AT ALL?

CO 000 043

PUBLISHER: Guidance Associates

1 set - \$19.50

RELEVANT TO: CWT, CWT-special, WECEP, School-leaver

Revised: 1971

TYPE OF MEDIA: Teacher guide, filmstrips, records

Listening level: 10-12

SUBJECT CONTENT: Discussion of the role of work in forming the personality.

Grade level: 10-12

Covers the basic reasons for work-independence, satisfaction.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good way to open the "why work" discussions. Opens the door for what you gain besides money and a good opportunity to discuss the welfare system and circle. Requires only a filmstrip projector and record player. Good for career education and those reluctant to work.

TITLE: THE JOB BOX

CO 000 044

PUBLISHER: Lear Siegler, Inc., Fearon Publishers

8-page booklets--\$45.00

RELEVANT TO: Personnel and Public Services, CWT, CWT-Special, WECEP and School-leaver

Reading level: 2-3 (Spache)

TYPE OF MEDIA: Individual boxed briefs in a resource module

SUBJECT CONTENT: Job briefs with descriptive requirements for eight clusters including automotive, clerical, food services, trades and services plus 3 other categories.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: The Job Box gives up-to-date, accurate information about working conditions, salary ranges, possibilities for advancement, etc.

TITLE: JOB EXPERIENCE KITS

CO 000 045

PUBLISHER: Science Research Associates, Inc.

20 kits--\$140.00

RELEVANT TO: CWT, CWT-Special, WECEP and School-leaver

Copyright: 1970

TYPE OF MEDIA: Study guide, student manuals and learning activity packages

Reading level: 7

SUBJECT CONTENT: Short experiences in 20 various jobs. Each kit includes activity book and work-sheets or equipment

COST: High

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Best used on an individual basis for career exploration. All materials necessary are provided and are easy to re-order. This is a good buy if it will be used cooperatively building wide.

BEST COPY AVAILABLE

TITLE: JOB SURVIVAL SKILLS PROGRAM

PUBLISHER: Singer/Society for Visual Education, Inc.

RELEVANT TO: CWT, CWT-special, School-leaver

TYPE OF MEDIA: Filmstrips and sound tapes

SUBJECT CONTENT: Need for an education, ways to complete high school education, perception of situations as influenced by needs, how needs change and affect point of view, prejudices and opinions.

COST: High

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Useful for potential drop-out or school-leaver programs. Fifteen units available for complete total program of job survival skills. Total kit includes teacher's manual, overview manual, participant workbooks, simulation materials, thirteen sound/filmstrips. The components of the kit can all be purchased separately and this is all described in the company catalogue.

CO 000 046

Total program kit - \$449.95

Each filmstrip - \$8.00

Each cassette - \$6.00

Grade level:

Junior-Senior High

TITLE: JOBS AND GENDER

PUBLISHER: Guidance Associates

RELEVANT TO: CWT, WECEP and School-leaver

TYPE OF MEDIA: Teacher guide, filmstrips and records

SUBJECT CONTENT: Describes "traditional" jobs for the sexes--the barriers and stereotypes. Features four persons who crossed the barriers to employment.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Shows students they can cross the traditional sexual barriers to employment and what they should anticipate if they do. Requires filmstrip projector and record player.

CO 000 047

2 filmstrips & 2 records--\$37.50

Copyright: 1971

Grade level: Junior-Senior

TITLE: JOBS: AN UPDATED LOOK INTO THE FUTURE

AUTHOR: Changing Times

PUBLISHER: The Kiplinger Magazine

RELEVANT TO: CWT, WECEP, School-leaver

TYPE OF MEDIA: Teacher guide, pamphlets, transparencies

SUBJECT CONTENT: Describes the future job market in terms of what will be needed.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Useful for career education reference material. This particular kit risks being outdated quickly.

CO 000 048

pp. 4 - \$8.00

Copyright: 1971

Reading level: 12

Grade level: 10-12

TITLE: JOBS IN SMALL AND MAJOR ELECTRIC APPLIANCE REPAIR

PUBLISHER: Sterling Educational Films, Inc.

RELEVANT TO: Inter-related, Industrial, CWT, CWT-special, WECEP, school-leaver

TYPE OF MEDIA: Film

SUBJECT CONTENT: Brief overview of what work is done by repairmen--how much they're needed and growth potential in service field.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Realistic job for students who are not college-bound, like to work with hands. Small dealers are apt to hire and train students--promotes interest in an area they can conceivably enter easily. Shows future potential.

CO 000 049

\$90.00

Copyright: 1970

Listening level: 11-12

Grade level: 8-11

TITLE: JOBS IN THE AUTOMOTIVE TRADES

CO 000 050

AUTHOR: U.S. Dept. of Labor with U.S. Employment Service

Film (10 min.)--\$135.00

PUBLISHER: Sterling Educational Films, Inc.

Copyright date: 1970

RELEVANT TO: Industrial, CWT, CWT-Special, and WECEP

Reading level: Junior-Senior

TYPE OF MEDIA: Film

SUBJECT CONTENT: Discusses the job opportunities in the automotive field (sales, mechanic, car wash, etc.). Color. Presents prerequisites, preparation, and advancement in each area. Excellent action shots.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: The film is primarily an introduction to the field of automotive trades. The film works well in small interest groups or individual study. The film may be used by itself with a discussion period following.

TITLE: JOBS IN YOUR FUTURE SCOPE/JOB SKILLS I

CO 000 051

AUTHOR: Miriam Lee

pp. 96 -.90¢

PUBLISHER: Scholastic Book Services

Revised: 1973

RELEVANT TO: Personnel and Public Services, CWT, CWT-Special needs, WECEP, School-leaver.

Reading level: 4-6

Grade level: 9-11

TYPE OF MEDIA: Worktext

SUBJECT CONTENT: Information concerning jobs, defining interests, skills, finding a job, part-time jobs, or full time. Five stories concerning people at work. Illustrations, pictures in black and white.

COST: Below average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: This is a good source of teaching material that can be obtained at low cost.

TITLE: KNOWLEDGE NEEDED TO OBTAIN WORK

CO 000 052

AUTHOR: Thomas J. Jacobson

64 transparencies--\$50.00

PUBLISHER: Science Research Associates

Copyright: 1973

RELEVANT TO: CWT, WECEP, School-leaver

Viewing level: 9+

TYPE OF MEDIA: Transparencies

SUBJECT CONTENT: Transparencies covering general suggestions for finding jobs, applying, employment testing and interviews.

COST: Above average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Useful as a discussion starter for job-hunting sessions. Does not include any specific practice at applications, interviews, or testing so best used as a starter or reference. A minimal amount of reading is required.

TITLE: NOW, AT LAST, BETTER JOBS FOR WOMEN

CO 000 053

AUTHOR: Changing Times

pp. 3 - \$10.00

PUBLISHER: The Kiplinger Magazine

Copyright: 1972

RELEVANT TO: Inter-related, office, personnel and public services, marketing, CWT, WECEP, School-leaver

Reading level: 12

Grade level: 10-12

TYPE OF MEDIA: Teacher guide, pamphlets, transparencies

SUBJECT CONTENT: Discussion of the improving job outlook for women and the traditional ideas about working women.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good material, especially for girls, detailing opportunities and rights for working women. Can lead girls to look beyond the traditional limited job categories.

TITLE: ORIENTATION TO EMPLOYMENT

CO 000 054

PUBLISHER: Instructional Materials Laboratory--University of Texas
RELEVANT TO: Inter-Related, Industrial, Office, CWT, CWT-Special
TYPE OF MEDIA: Study guide
SUBJECT CONTENT: Unit I tells what cooperative education is about; Unit II covers club programs for personal development; Unit III describes how to study; Unit IV deals with employer-employee relations. The study guide also covers taxes, insurance, legal problems, and labor organization--for a total of eleven units.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: There are twelve references, four of which are hard cover texts. The other eight references are Science Research Association bulletins of nominal cost, plus a good part of self contained information sheets. Acquire a copy of the instructor's manual, then order the references given and student manuals.

\$2.00

Revised: 1972

Grade level: 11-12

**TITLE: PREPARATION & COUNSELING FOR THE WORLD OF WORK, FORT BENTON
ESEA TITLE III, PROJECT 73-3026**

CO 000 055

PUBLISHER: Fort Benton Schools
RELEVANT TO: CWT-Special and WECEP
TYPE OF MEDIA: Teacher guide, periodicals, pamphlets, records, sound tapes, learning activity packages, teacher developed materials, transparencies
SUBJECT CONTENT: A series of mini-courses in arts and crafts, culinary arts, sewing, horticulture, lettering and layout, outdoor living, personal banking, photography, practical home repair, and woodworking.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Seems to be excellent material for career education. Covers almost every interest area, uses many different tools and classrooms. Needs art rooms, home ec areas, sewing rooms, outdoor facilities, shops, field trips, so could be impractical program. Excellent for supplement or entire curriculum for younger student. Requires materials from home.

\$5.00 course guide

\$4.00 teacher supplement

Reading level: 11

Grade level: 8

TITLE: REFLECTIONS OF MYSELF (2 PARTS)

CO 000 056

PUBLISHER: Guidance Associates
RELEVANT TO: CWT, CWT-Special needs, WECEP, School leaver
TYPE OF MEDIA: Teacher guide, filmstrips, records, cassettes
SUBJECT CONTENT: Writings in prose, or poetry of adolescents showing their feelings, attitudes and emotions. Subjective.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Group discussion on adolescence as a vital universal period in life and establishment of a sense of self-motivation. An aid to adults to explore adolescent emotions and feelings also.

2 filmstrips with records: \$37.50

2 filmstrips with cassettes: \$41.50

Listening level: high school

Grade level: 9-12

TITLE: RETAIL SALESCLERK--YARDGOODS

CO 000 057

AUTHOR: Clarion House
PUBLISHER: Follett Educational Corporation
RELEVANT TO: Inter-related marketing, CWT, WECEP, School-leaver
TYPE OF MEDIA: Student manual
SUBJECT CONTENT: Short program on how to sell yard goods with major emphasis on correct use of charts, salesbooks, and tables. Book contains narrative problems with answers and then some sample problems at end of each part. A final exam is also included.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Has adaptability to any job where reasoning, calculating, and completing sales tickets is necessary. Best suited for retail yard goods for a brief entry level skill developer. Short on the point.

pp. 32 - 75c

Copyright: 1967

Reading level: 5

TITLE: SRA-WIDENING OCCUPATIONAL ROLES KIT

PUBLISHER: SRA - Chicago

RELEVANT TO: CWT, CWT-special, WECEP, School-leaver

TYPE OF MEDIA: Teacher guide, filmstrip, programmed learning materials, reference book, pamphlets, study guide, student manuals, sound tapes, teacher developed materials, transparencies

SUBJECT CONTENT: Job facts book - workscope - 300 or so briefs exploring occupations, with additional references. One tape and two filmstrips. 4 SRA booklets - student workbooks (disposable) could be used through the 12th grade.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory-to-very good Buy

COMMENT: Could be used very well by itself. Can be used with the Kuder Interest Inventory. Would be a very good resource for career exploratory course or WECEP.

CO 000 058

kit - \$180.00

Revised: 1972

Reading level:

Upper elementary

and Up

TITLE: SCHOOLS GIVE BETTER JOB TRAINING NOW

PUBLISHER: The Kiplinger Magazine, Changing Times Educational Service

RELEVANT TO: CWT, WECEP

TYPE OF MEDIA: Teacher guide, pamphlets, transparencies

SUBJECT CONTENT: Opens discussions of general vs. vocational training.

Article covers job opportunities and income with various educational levels.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Good material for discussion of the job rewards and opportunities that come from education. Kit includes transparency and ditto master plus reprints of magazine article. Also, teacher guide with questions for discussion.

CO 000 059

pp. 4 - \$10.00

Copyright: 1972

Reading level: 12

Grade level: 10,11

TITLE: SCOPE VISUALS #16, CAREER CROSSWORDS

PUBLISHER: Scholastic Book Services

RELEVANT TO: CWT, CWT-Special needs, WECEP, School leaver

TYPE OF MEDIA: Transparencies, ditto masters

SUBJECT CONTENT: 16 career crosswords relating to student interests, applications, part-time jobs, communication, public services, health sciences, skilled trades among others, teaching suggestions included in book format.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Useful as an aid to stimulate discussion and provides a means of "fun" while learning. Not a unit in itself but to be used intermittently in the classroom.

CO 000 060

16 transparencies - \$9.00

16 ditto masters

Copyright: 1973

Reading level: 4-6

Grade level: 8-11

TITLE: SERVICE STATION ATTENDANT

AUTHOR: Clarion House

PUBLISHER: Follett Educational Corporation

RELEVANT TO: Inter-related, industrial, marketing, CWT, WECEP, School-leaver

TYPE OF MEDIA: Student manual

SUBJECT CONTENT: Narrative and exercises on the typical service station attendant's daily routine including handling money, waiting on customers, credit card sales, change-making, work orders, gas and oil inventories, and order forms. Good exploration unit for this career.

COST: Low

LEARNING EFFECTIVENESS: Above average

COST-EFFECTIVENESS: Best Buy

COMMENT: Good buy - Quick, easy orientation to Service Station Attendant's job--shows necessity of basic skills development for this job.

CO 000 061

pp. 32 - 75¢

Copyright: 1968

Reading level: 7

TITLE: SERVICE STATION JOB INTRODUCTION AND SALESMANSHIP

CO 000 062

PUBLISHER: Associated Educational Materials Company 12 filmstrips and 12 cassettes--\$97.50
RELEVANT TO: Inter-related, Industrial, CWT, CWT-Special, WECEP, Copyright date: 1973
and School-leaver Marketing Grade level: Junior-Senior
TYPE OF MEDIA: Filmstrip and sound tape
SUBJECT CONTENT: Explains the practical aspects of working and selling in a service station. How to handle the customer and salesmanship techniques are explained. Quizzes with review and study sheets are also included.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Quite thorough and can be used by all types of students with an interest in this career area.

TITLE: SMALL GASOLINE ENGINES

CO 000 063

PUBLISHER: DCA Transparencies 18 transparencies - \$64.50
RELEVANT TO: Inter-Related, Industrial, CWT, CWT-Special Revised: 1968
TYPE OF MEDIA: Transparencies Grade level: 11-12
SUBJECT CONTENT: Series of transparencies associated with textbook (Small Gasoline Engines) depicting principles of the internal combustion engine.
COST: Above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: A good series of visual aids adding effectiveness to a lecture discussion situation. The series shows the two-stroke and four-stroke relationship of parts, valve systems, carburetion, cooling systems, lubrication systems, and electrical systems.

TITLE: START IN THE RIGHT DIRECTION

CO 000 064

PUBLISHER: Delmar Publishers pp. 56 - \$1.05
RELEVANT TO: CWT, WECEP, School-leaver, CWT-Special needs Copyright: 1970
TYPE OF MEDIA: Programmed learning materials Reading level: 6
SUBJECT CONTENT: Part one of a three part program. Overview of world of work. Grade level: 8-12
Shows need for early planning for future and how to avoid poor planning by awareness of aspects of poor planning.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: It provides individualized instruction. It has small increments of learning and vocabulary is not too difficult. Two other series booklets complete the program.

TITLE: THE STORY OF CHECKS

CO 000 065

PUBLISHER: Public Information Department, Federal Reserve Bank of Chicago pp. 20 - free
RELEVANT TO: Office, Personnel and Public Services, Marketing, CWT, and Copyright: 1970
School-Leaver Reading level: 11
TYPE OF MEDIA: Pamphlets Grade level: 11-12
SUBJECT CONTENT: Explains origin and uses of checks, how to write them, what happens to the checks you write.
COST: Low (free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Can be used as resource material to banking units. Requires no extra supplies for presentation. Excellent material for individualizing instruction.

TITLE: UNDERSTANDING THE AUTOMOBILE

AUTHOR: John H. Beck
PUBLISHER: Follett Educational Corporation
RELEVANT TO: Inter-related, CWT, WECEP, School-leaver
TYPE OF MEDIA: Textbook

CO 000 066
pp. 65 - \$2.04
Revised: 1969
Reading level: 11-12

SUBJECT CONTENT: Introduction to the automobile, Nine Automotive Systems are presented in 'beginners' language. Major topics are: Engine, Fuel and Exhaust, Ignition and Electrical, Crankcase lubrication, Cooling, Power Transmission, Steering, Brake, Frame and Suspension.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Seems to be a good introductory text covering basic understanding of auto--should be good for 9, 10 grade and WECEP and School-leaver and CWT especially.

TITLE: USING DOLLARS AND SENSE - 2ND EDITION

AUTHOR: Charles H. Kahn and J. Brady Hanna
PUBLISHER: Lear Seigler, Inc., Fearon Publishers
RELEVANT TO: CWT, CWT-Special, WECEP and School-leaver
TYPE OF MEDIA: Student manuals

CO 000 067
pp. 112--\$1.80
Copyright: 1963
Reading level: 2-3 (Spache)

SUBJECT CONTENT: Practical math problems--knowing the value of coins, buying, making change and consumer buying. Consumable and very good illustrations.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Practical for unit on money management either leading up to courses in consumer education or related math units in on-the-job training classroom time.

TITLE: VOCATIONAL RELATED MATH GUIDE - OKLAHOMA STATE D.V.T.E.

AUTHOR: Selected teachers of the handicapped
PUBLISHER: Oklahoma State Board of Vocational and Technical Education
RELEVANT TO: CWT-Special, WECEP, School-leaver
TYPE OF MEDIA: Teacher guide, Student manuals, transparencies (masters), Objectives, Assignment Sheets, Tests, and Handouts.

CO 000 068
pp. 543 - \$12.00
Copyright: 1971
Reading Level: Teacher Material

SUBJECT CONTENT: A curriculum guide for vocational related math for cooperative courses which need to stress BASIC math in students (add, subtract, divide, multiply).

COST: Below Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory Buy

COMMENT: This could be useful for cooperative teachers who have students with special needs who need basic work in math areas.

TITLE: VOCATIONAL RELATED TRAINING FOR SPECIAL STUDENTS

AUTHOR: Mary Shipe. Revised by Gloria D. Thomason
PUBLISHER: Tennessee State Board of Vocational Education Program Services
RELEVANT TO: CWT-Special needs
TYPE OF MEDIA: Teacher guide

CO 000 069
pp. 224 - \$4.25
Revised: 1972
Reading level: 10
Grade level: 9-13

SUBJECT CONTENT: Sections include equipment and materials desirable; suggested units of instruction for related classroom, suggested grading standards and additional references.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Material is oriented to related classroom for secondary disadvantaged handicapped or regular class vocational students. Color-coded for easy reference.

TITLE: A WELL-BALANCED INDIVIDUAL

PUBLISHER: Educational Projections Corporation

RELEVANT TO: CWT, CWT-special, WECEP, School-leaver

TYPE OF MEDIA: Filmstrips, programmed learning materials, study guides, student manuals, multi-media learning kits, and answer sheets.

SUBJECT CONTENT: Programmed manuals include grammar, spelling rules, fractions, percentages, and decimals. Programmed filmstrips deals with attributes of well-balanced individual used in conjunction with self-scoring pads in kit. Attributes of well-balanced individual are related to present and future needs and plans.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST EFFECTIVENESS: Satisfactory buy

COMMENT: Prevocational orientation and guidance unit. Programmed material allows individual instruction.

CO 000 070

Multi-media kit - \$22.50

Copyright: 1970

Grade level: 9-12

TITLE: WHAT TO DO AFTER HIGH SCHOOL

AUTHOR: Charles G. Spiegler, Wm. B. Reiner

PUBLISHER: SRA

RELEVANT TO: CWT, School-leaver

TYPE OF MEDIA: Student manuals

SUBJECT CONTENT: Gives the student many alternatives and suggestions for making his vocational decisions and an orderly process for thinking about it.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Useful for small groups or individual discussion. Would best be used as a lead-in or plan for career education on a larger scale. This book covers no specific career-only general steps to decisions.

CO 000 071

pp. 75 - \$2.59

Copyright: 1971

Reading level: 10

Grade level: 10-12

TITLE: WORKING MAKES SENSE

AUTHOR: Charles H. Kahn and J. Bradley Hanna

PUBLISHER: Lear Siegler, Inc., Fearon Publishers

RELEVANT TO: CWT, CWT-Special, WECEP, and School-leaver

TYPE OF MEDIA: Student manuals

SUBJECT CONTENT: Practical problems in money computations and management--all processes plus functional application.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Gives practice in developing skills through interesting and relevant story problems involving teenagers at work and at play. Strong vocational slant. Introduces fractions and percentages. Teaches about payroll deductions, checking and savings accounts, and other important practical matters.

CO 000 072

pp. 112--\$1.80

Copyright: 1973

Reading level: 2-3 (Spache)

TITLE: YOUR FUTURE AS AN AIRLINE STEWARD/STEWARDESS

AUTHOR: Lyman Randall

PUBLISHER: Richards Rosen Press, Inc.

RELEVANT TO: Inter-related, personnel and public services, CWT,

CWT-special, WECEP, school-leaver

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: An extremely true picture of the role of a steward/stewardess accurately defining all aspects of the position of flight attendant.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Anyone who is mildly interested in the field would get an interesting and true feel for the job. Authored by an experienced airline man with a diverse and technical background in the training of these young people. He has utilized working stewardesses/stewards' opinions and suggestions which adds to the interest and creditability of flight attendance as a real career. It covers the most asked questions about the field--the excitement of the industry, personal satisfaction, training, benefits, etc. His own excitement for the field comes through unobtrusively in the book. Excellent resources are provided for further exploration. Suitable for individualization.

CO 000 073

pp. 160 - \$3.99

Copyright: 1973

Reading level: 10

Grade level: 9-14

TITLE: ABOUT GETTING A JOB

CO 990 001

PUBLISHER: Channing L. Bete Co.

pp. 15 - \$1.00

RELEVANT TO: All areas

Revised: 1973

TYPE OF MEDIA: Booklet

Reading level: 11-12

SUBJECT CONTENT: An overall presentation of all considerations of obtaining work for an individual.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: As with the other material from this company, it could be purchased as supplement to other materials that deal with getting a job.

TITLE: ACCENT/FAMILY FINANCES--ON YOUR OWN

CO 990 002

AUTHOR: Clarion House

pp. 32 - \$1.50

PUBLISHER: Follett Educational Corporation

Copyright: 1968

RELEVANT TO: All areas

Reading level: 8

TYPE OF MEDIA: Teacher guide, study guide, student manual

Grade level: 10-12

SUBJECT CONTENT: Teaches budgeting through the use of a checking account.

Features a girl living alone.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Should be used in conjunction with total banking unit. Gives an overview of what a person should expect when going on their own."

TITLE: ACHIEVEMENT DYNAMICS

CO 990 003

PUBLISHER: Achievement Research Assoc.

\$180.00

RELEVANT TO: All areas

Copyright: 1972

TYPE OF MEDIA: Sound tapes

Listening level: 11 and up

SUBJECT CONTENT: Self-motivational tapes design to enable a person to realize his full potentials.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Tapes seem very dynamic and could be used individually and in a large group. Cover some very interesting topics.

TITLE: ACTIVITIES FOR SUCCEEDING IN THE WORLD OF WORK

CO 990 004

AUTHOR: Grady Kimbrell and Ben S. Vineyard

pp. 265 - \$1.98

PUBLISHER: McKnight and McKnight

Copyright: 1972

RELEVANT TO: All areas

Reading level: 12

TYPE OF MEDIA: Student manuals

Grade level: 11-13

SUBJECT CONTENT: Consumable-perforated pages-checklists-quizzes, problem-solving activities-value appraisal scale-visual discrimination tests, etc. Correlates with text by same name and authors.

87 activities in all. Excellent

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: Useful for related classroom instruction of a general nature. Use in conjunction with text by same author of Succeeding in the World of Work.

TITLE: THE ADOLESCENT EXPERIENCE SERIES

PUBLISHER: Guidance Associates

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, filmstrips, records

SUBJECT CONTENT: Deals with areas of self-evaluation, self-image, goal setting. Student involvement through vicarious experience provides take-off for discussion.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This series includes six highly innovative units: Interpersonal Relationships, Understanding Emotions, Shaping Identity, Setting Goals, Developing Values, Forming Beliefs.

CO 990 005
8 min. each
with records-\$37.50
with cassettes-\$41.50
grade level: 7-12

TITLE: APPLYING FOR A JOB

PUBLISHER: Sterling Educational Films, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Film

SUBJECT CONTENT: Color film. Humorous. Shows the common errors made by young people during a job interview and how to correct the errors. Shows the proper ways to apply.

COST: High

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This film would be best utilized early in the year or in prevocational courses before students make the errors. Requires the usual film equipment.

CO 990 006
12 minutes - \$135.00
Copyright: 1970
Grade level: 10,11,12

TITLE: APTITUDES AND OCCUPATIONS

AUTHOR: Education Collaborator - E. G. Williamson, Ph. D.

PUBLISHER: Coronet Films

RELEVANT TO: All areas

TYPE OF MEDIA: Film

SUBJECT CONTENT: Guides such as test results, interests, scholastic records, references of job titles aid students to select occupations suited to student's abilities, etc. Shows classroom and counselor with aptitudes and interest tests-SAT Interpretation of test scores. A variety of occupational categories are depicted.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Useful in related classes. Should be used in conjunction with other related materials. Career orientation and guidance.

CO 990 007
16 minutes
B & W-\$97.50, Color-\$195.00
Copyright: 1964
Viewing level: 10 - 12
Grade level: 11 - 14

TITLE: ARE YOU READY FOR A JOB?

AUTHOR: Charles Cahill and Associates Release Producers

PUBLISHER: Distributed by Aims Instructional Media Services, Inc.

TYPE OF MEDIA: Films

RELEVANT TO: All areas

SUBJECT CONTENT: Importance of vocational counseling in school. Importance of school subjects for job preparation. Need for preparation and training for better and higher-paying jobs.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Useful in job orientation/exploration units. Also career guidance and information. Useful in first weeks of vocational courses or related classes.

CO 990 008
10-12 minutes
\$125.00 (color)
Rental: \$15.00
Revised: 1968-69
Grade level: 8-12

TITLE: AUTO INSURANCE AND YOUTH

AUTHOR: American Mutual Insurance Alliance
PUBLISHER: American Mutual Insurance Alliance
RELEVANT TO: All areas

TYPE OF MEDIA: Filmstrips and sound tapes

SUBJECT CONTENT: 300 high school economics students kept track of the cost of their auto accidents for a year. They then understood the reason for the seemingly terribly high premium cost for auto insurance for teenagers. Students will watch and listen to this filmstrip and sound combination.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This film and sound tape will furnish an interesting and informative interlude in the usual related class routine.

CO 990 009

1 filmstrip and tape--free

Copyright date: 1972

Grade level: 9-12

TITLE: AWARENESS--INSIGHT INTO PEOPLE

AUTHOR: Educational and Consumer Relations Department
PUBLISHER: J. C. Penney Company, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Filmstrips, records, student manuals, and learning activity packages.

SUBJECT CONTENT: Presentation of human relations. How to better understand one's own personality and that of others. Not specific to anyone category of job.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good material for any class. Includes 2 games, 1 filmstrip, case studies, and 3 activity sheets. Requires filmstrip machine and record player.

CO 990 010

Multi-media - \$11.50

Copyright: 1970

Reading level: 9

Grade level: 11,12

TITLE: BANK RECONCILIATION PROJECTS

AUTHOR: McCullough and Everard
PUBLISHER: Pitman Publishing Company
RELEVANT TO: All areas

SUBJECT CONTENT: Twelve regular projects and one test project take students through realistic situations, working with a check stub record, cancelled checks, and a bank statement. The projects, in groups of three, cover: partnerships, proprietorships, personal account, and corporation.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: No machines needed except perhaps an arithmetic machine to check calculations.

CO 990 011

pp. 12 projects--\$1.00

Revised: 1973

Reading level: 9

TITLE: BORROWING MONEY

PUBLISHER: Educational Projections Corporation
RELEVANT TO: All areas

TYPE OF MEDIA: Multi-media learning kits

SUBJECT CONTENT: Discusses various source and types of loans

COST: Average to low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Useful material--possibly to precede a unit on purchasing a car. A good supplementary activity would be a talk by a bank loan officer. Everything is provided but a filmstrip machine.

CO 900 012

kit - \$22.50

Revised: 1970

Reading level: 8

TITLE: BUSINESS MATHEMATICS (3RD Ed., REVISED)

CO 990 013

AUTHOR: R. Robert Rosenberg
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: All areas
TYPE OF MEDIA: Textbooks and workbooks
SUBJECT CONTENT: Included is a survey test--exercises starting with fundamental skills, review and work through all types of business math including and into data processing and auditing projects. Also includes civil service and employment test problems.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Seems to cover all areas of math which seem to be problems for students.

pp. 186--\$2.79

Revised: 1970

Reading level: 10

TITLE: BUYER BEWARE

CO 900 014

PUBLISHER: Guidance Associates
RELEVANT TO: All areas
TYPE OF MEDIA: Filmstrips, records
SUBJECT CONTENT: Unit pricing is explained (price per unit, how to figure "best buy" and what things to avoid).
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Filmstrip projector and record player are needed. Excellent for consumer economics and economics classes. Lends itself well to discussion and class trips to local food stores.

1 filmstrip, 1 record

Copyright: 1972

Reading level: 8-12

TITLE: BUYING, INSURANCE, SECURITIES, CREDIT BANKING, AND BUDGETING

CO 900 015

PUBLISHER: Aetna Life and Casualty
RELEVANT TO: All areas
TYPE OF MEDIA: Films
SUBJECT CONTENT: Credit - deals with all types of credit available, including explanations of loan sharks, interest, charge accounts, collateral, and establishing and using credit.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Very informative and explains at a level of understanding of high school students. The film is new, colorful and entertaining. Additional references could be secured at low cost. The high cost of the entire film series is a disadvantage. Develops a source where they can be obtained or rented. On the whole, the films are very good resources because they point out important items in each specific subject represented by the film.

6 Films - 11 to 20 minutes

\$600.00 all together, \$110.00 each

Copyright: 1972

Reading level: Senior high

TITLE: CALL ME MISTER

CO 900 016

AUTHOR: James, Berry
PUBLISHER: Milady Publishing Corporation
RELEVANT TO: All areas
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Dedicated to personal development essential for successful interpersonal relationships. Units on grooming, social skills, wardrobe, personality, speech, business skills (personal), physical fitness.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: May be best used as a reference book. Special problems are dealt with individually, such as grooming needs, nutrition, manners, etc. Useful for pointing to individual deficits for correction of same.

pp. 383 - \$6.30

Revised: 1969

Reading level: 12

Grade level: 12,13,14

**TITLE: CAREER DECISIONS: FINDING, GETTING, AND KEEPING
A JOB**

AUTHOR: Prepared by Education and Consumer Relations Department

PUBLISHER: J. C. Penney Company, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, filmstrips, pamphlets, records, study guide, multi-media learning kits, transparencies

SUBJECT CONTENT: Probes job attitudes in the world of work. Explores influences on career cycles, involves student in self-analysis of strengths and weaknesses, familiarizes with job application, interviews, job responsibilities.

COST: Below average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Material can best be utilized in career exploration. Career awareness programs. No special equipment other than that found in most schools. Student worksheets may be used for master dittos and reproduced. The unit is complete with no need of additional references. Teacher's guide gives an up-to-date bibliography of additional teaching resources.

CO 900 017

Multi-media - \$11.00

Copyright: 1971

Reading level: 10

Grade level: 10-14

TITLE: CAREER EDUCATION PROGRAM, VOLS. I, II, III

AUTHOR: I, Charles W. Ryan; II, Glenn A. Saltzman; III, H. Eugene Wysong

PUBLISHER: Houghton Mifflin Co.

RELEVANT TO: ALL AREAS

TYPE OF MEDIA: Teacher Guides, Pre-printed duplicated masters for classroom use and sample letters for obtaining other resources for class and program.

SUBJECT CONTENT: 3 books (in leaflet form) to initiate program development from Kindergarten through 12th Grade. Each section has great classroom ideas (any of which can be adapted to another grade. Ideas for community and family involvement. PR materials and other inter-related materials for a coordinated program.

COST: Average-to-Below Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best Buy

COMMENT: For beginning coordinators, especially CWT, WECEP, early School-Leaver. These three binders are full of useful and creative ideas (any of which can be easily adapted to any community, program, student, individual or group, and grade level.) There is some duplication of course objectives at different grades, but there are different methods to achieve these - all of which should be explored.

CO 900 018

3 Ring-Binder Books

\$15.00 each

Copyright: 1973

Reading Level:

Teacher Material

Grade Level: K - 14

TITLE: CAREER EXPLORATION AND PLANNING

AUTHOR: Bruce Shertzer

PUBLISHER: Houghton Mifflin Company

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, student manuals

SUBJECT CONTENT: The workbook and accompanying text covers the area of human behavior, decisionmaking and educational and vocational planning.

COST: Below average

LEARNING EFFECTIVENESS: Very good to normal

COST-EFFECTIVENESS: Very good to best buy

COMMENT: The workbook is to accompany the text Career Exploration and Planning. This workbook covers the general areas of career planning so it could be used in the class portion of coop education.

CO 900 019

pp. 122-workbook - \$4.80

pp. 74 teacher guide - \$1.50

Reading level: 8

Revised: 1973

TITLE: CAREER INFORMATION KIT

AUTHOR: A. H. Edgerton

PUBLISHER: Science Research Associates

RELEVANT TO: All areas

TYPE OF MEDIA: Career information kit

SUBJECT CONTENT: An index of occupational information on jobs. Alphabetically filed by job families, cross-references to other related reading material. Vocational library.

COST: High

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: For classroom use, this is an expensive proposition. It would be a good tool for use in the library (for the whole school's use--not just vocational educational students).

CO 990 020
600 information sheets
\$246.00
Copyright: 1971
Reading level: 9

TITLE: CAREER WORLD

PUBLISHER: Curriculum Innovations, Inc.

RELEVANT TO: ALL AREAS

TYPE OF MEDIA: Programmed learning materials, Reference book, Textbook, Periodical, Study Guide, Student Manual

SUBJECT CONTENT: Contains all kinds of career descriptions.

COST: Above Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very Good Buy

COMMENT: Excellent resource material. Attractively written and material is up to date. Students like it for the most part. Of special value are the listings of addresses that students can use for more information. It is published each month and contains career information that is pertinent.

CO 990 021
pp. 30 - \$2.95
Copyright: 1974
Reading Level: 11
Grade Level: 8 - 12

TITLE: CAREERS IN DEPTH

AUTHOR: John R. Rider

PUBLISHER: Richards Rosen Press, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Reference books

SUBJECT CONTENT: Well-written series of books that describe different careers and the various aspects of these careers.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: These books give very complete pictures of different career areas. Sources are included in the backs of some books for obtaining further information. There are over a hundred career books in this series covering areas such as business/service, medical services, natural science, business/technical, etc.

CO 990 022
pp. varies - \$3.99 each
Copyright: 1971
Reading level: 8-12
Grade level: 7-11

TITLE: CATS AND DOGS

AUTHOR: Paul Gurian

PUBLISHER: A C I films, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Film

SUBJECT CONTENT: Describes two people living together, their emotions, and their eventual break-up.

COST: High

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Excellent for discussion of a modern dilemma--living together vs. marriage--the emotions and risks involved. Can begin a valuable human relations discussion.

CO 990 023
(1) film
23 min. - \$250.
Viewing level: 9-12

TITLE: THE CHANGING WORK ETHIC

PUBLISHER: Guidance Associates

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, filmstrips, and records

SUBJECT CONTENT: Discussions of one person and his world of work; and society and work. Helps students decide their values and work plus their place as a worker in society

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Good discussion of the traditional work ethic versus some modern employee ideas. Helps students set their values in terms of work. Requires filmstrip projector and record player.

CO 990 024

(2) filmstrips
(2) records - \$37.50

Copyright: 1973

Grade level: Junior-Senior

TITLE: CHARM AND POISE FOR GETTING AHEAD

AUTHOR: Ruth Tolman

PUBLISHER: Milady Publishing Corporation

RELEVANT TO: All areas for girls

TYPE OF MEDIA: Textbook

SUBJECT CONTENT: Covers grooming, poise, wardrobe planning, personality development, voice improvement, body care, and a section on being successful on the job.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: This book would best be used in a laboratory type class where the material could be experimented with the role playing conducted.

CO 990 025

pp. 423 - \$6.30

Revised: 1972

Reading level: 9.5

TITLE: COMMUNICATING FACE TO FACE

PUBLISHER: Universal Education and Visual Arts

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, Filmstrips, records

SUBJECT CONTENT: 3 basic elements of communication--sender, message, and

receiver, organization of the message, the message itself and accuracy, and making sure the message is received accurately.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Good for related class in preparation for minimal conflict and misunderstandings because of poor communication skills.

CO 990 026

multi-media - \$25.00

Copyright: 1972

Grade level: 11-12

TITLE: CONSUMER BE WARNED

PUBLISHER: Current Affairs

RELEVANT TO: All areas

TYPE OF MEDIA: Filmstrips, records

SUBJECT CONTENT: Defines fraud, deception, bait and switch. Discusses agencies that protect the consumer and methods to avoid fraudulent and deceptive practices.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: To be used as a supplement to lecture and/or reading on consumer education. Good introductory material on frauds, motorcycle/car purchases or any area included in consumer education. They are current and hold the students' attention.

CO 990 027

6 filmstrips

Copyright: up to date

Viewing level: 11-12

TITLE: CONSUMER CREDIT (TEACHERS KIT)

AUTHOR: Carl W. Hawver

PUBLISHER: Educational Services Div., National Consumer Finance Association
Finance Association

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, pamphlets, student manuals

SUBJECT CONTENT: A unit designed to promote better understanding of the role of consumer credit and money management. The kit contains a catalog of available materials and lists of A-V material available to teachers.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Excellent resource from which to plan a unit for the related class. Teacher can select and order any materials desired.

CO 990 028

kit - \$1.00

Copyright: 1972

Reading level:

teacher material

TITLE: CONSUMER EDUCATION IN AN AGE OF ADAPTATION

AUTHOR: Sally R. Campbell

PUBLISHER: Sears, Roebuck and Company

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide

SUBJECT CONTENT: Covers such materials as educational objectives in major content areas; adapting to meet students' needs; devices for identifying, maturing, and evaluating students.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Gives general information concerning various suggested methods a teacher can use to instruct students in consumer education areas.

CO 990 029

pp. 105--\$2.00

Copyright date: 1971

Reading level: teachers only, level 15

TITLE: THE CONSUMER IN THE MARKETPLACE

AUTHOR: Leon Levy, Robert Feldman, Simpson Sasserath

PUBLISHER: Pitman Publishing Company

RELEVANT TO: All

TYPE OF MEDIA: Teacher guide, reference book, textbooks

SUBJECT CONTENT: Basic text on consumer education(economics). Covers budgeting, purchasing, laws, protecting the consumer, insurance, and credit.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Probably utilized as an independent study manual or for individual instruction. Could be used as a handy reference book, short unit work, or a semester or two semester course. Could utilize other reference or supplementary materials with each unit of instruction.

CO 990 030

pp. 470 - \$7.84

Copyright: 1970

Reading level: 11-12

TITLE: CONSUMER RELATED MATHEMATICS

AUTHOR: Wallace W. Kravitz and Vincent Brant

PUBLISHER: Holt, Rinehart, and Winston, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Problems based on actual experiences that a person faces as a consumer. Banking, savings and investments, buying goods and services, taxes, and insurance.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: Can be used for vocabulary building and computation skills. The teacher can refer to these actual problems during any unit--they are situations similar to those faced by the average person in his everyday experiences.

CO 990 031

pp. 312

Revised: 1971

Reading level: 7

**TITLE: CONTAINERS--HOW TO COMPARE THE PRICES OF THEIR CONTENTS
ACCENT/FAMILY FINANCES**

AUTHOR: Clarion House
PUBLISHER: Follett Publishing Company
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, student manual
SUBJECT CONTENT: Consumer problems and solutions to comparative shopping.
Teaches how to figure prices of containers.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Useful in consumer units as a guide to comparative shopping. Can be used alone or as a supplement.

CO 990 032
pp. 31 - \$1.50
Copyright: 1968
Reading level: 8
Grade level: 11-14

TITLE: COUNSELING FOR CAREER DEVELOPMENT

AUTHOR: E. L. Tolbert
PUBLISHER: Houghton Mifflin Company
RELEVANT TO: Vocational Educators
TYPE OF MEDIA: Teacher Text
SUBJECT CONTENT: A book incorporating the total process of career education--for organization, group counseling, using other educational personnel, evaluation--overall usefulness in running a successful vocational program.
COST: Below Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good
COMMENTS: The usefulness of this book in the classroom would be indirect as applied to student effectiveness. The teacher could use the information for program development; upgrading and continued evaluation of students; educational personnel assistance. It's a book that should be kept for reference for the teacher.

CO 990 033
pp. 340 - \$9.95
Copyright: 1974
Reading level: Teacher
Grade Level: Teacher Aide

TITLE: DESK-TOP CAREER KIT

AUTHOR: Joint effort
PUBLISHER: Careers
RELEVANT TO: All areas except CWT-Special
TYPE OF MEDIA: Teacher guide, programmed learning materials, reference book, records, and study guide
SUBJECT CONTENT: Contains a short resume of most career areas; indicates job opportunities and gives good addresses for additional information
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory
COMMENT: Material is best used as a reference for a quick look at careers. The cost is high but it lasts, if properly handled, for a long time. Easy to find information wanted also. Kit can be kept up to date by specific careers service each year (3 times a year) for a varying price.

CO 990 034
1,000 career items--\$135.00
Copyright date: updated yearly
Reading level: 12

TITLE: DISCOVERY--A CAREER EDUCATION PROGRAM

AUTHOR: Prepared in cooperation with Visual Education Corporation
PUBLISHER: Scholastic Book Services
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, filmstrip, student manuals, multi-media, sound tapes.
SUBJECT CONTENT: Career exploration program - Units aid student in self-assessment, personality and work choices; job characteristics, fields of work. Filmstrips have excellent photographs, present ethnic groups in work areas and dialogue indicates why they chose their jobs. Sound tapes are excellent in enunciation.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good Buy
COMMENT: Excellent for the student who is searching for a goal, seeking to discover his interests, seeking to identify his strengths. May be used as resource materials in vocational guidance or in career exploration units in subject matter area. 8 filmstrips, 8 cassettes, 1 teacher's guide, 30 student fact books, components may be purchased separately.

CO 990 035
Multi-media(cassettes)--\$135.50
Multi-media(records)--\$119.50
Revised: 1974
Grade level: 7-10

BEST COPY AVAILABLE

TITLE: EASTMAN KODAK PACKET ON CAREERS

PUBLISHER: Eastman Kodak Company

RELEVANT TO: All areas

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: Resource material with information on careers in the Photography and Graphics fields. Job requirements, opportunities for advancement and a listing of schools offering instruction are presented.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Might be better if a Guidance Counselor had this or it would be a good addition to a "Careers Library". Suitable for individualizing instruction.

CO 990 036

5 brochures - \$1.00 per 50

Copyright: Up-to-date

Reading level: 11-12

TITLE: EMOTIONS & SOCIAL ATTITUDES

AUTHOR: Drs. A. W. Blue, W. R. Looft, D. M. McMillan

PUBLISHER: Creative Visuals

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, Transparencies

SUBJECT CONTENT: A discussion of emotions, attitudes and values from children to adults.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Good material to institute human relations discussions. Provides very thought provoking and realistic questions about getting along and understanding others. Requires only an overhead projector--although magazines such as Psychology Today and a TV would be valuable.

CO 990 037

23 transparencies - \$43.00

Copyright: 1969

Grade level: 8-12

TITLE: EMPLOYMENT OUTLOOK FOR FORTY-FIVE SELECTED OCCUPATIONS

PUBLISHER: State of Illinois, Department of Labor

RELEVANT TO: All areas

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Described the employment outlook for 45 occupations in the state of Illinois. Concise and accurate reference.

COST: Low (free)

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: Useful reference, especially for pre-vocational or undecided students. Usable without further resources. Excellent material for individualizing instruction.

CO 990 038

pp. 48 - free

Copyright: 1973

Reading level: 10

Grade level: 10,11,12

TITLE: ENCOUNTER TAPES FOR EMPLOYEE AND TEAM DEVELOPMENT

PUBLISHER: Interpersonal Communication Concepts, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, student manuals and sound tapes

SUBJECT CONTENT: This kit is designed to implement a course of study to build up students' capacities in group reaction encounters and to facilitate better employee relations.

COST: Above average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Provides excellent opportunity to develop needed human relation skills for general and future employment.

CO 990 039

10 tapes and 36 student manuals--\$149.00

Copyright date: 1969

Listening level: 12 & up

TITLE: ENGLISH USAGE DRILLS AND EXERCISES

CO 990 040

AUTHOR: Brendel and Leffingwell

pp. 122--\$1.68

PUBLISHER: Gregg Division, McGraw-Hill Book Company

Copyright date: 1968

RELEVANT TO: All areas

Reading level: 8

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: Covers: word functions; pronouns; possessives; subjects and sentence structure.

Tests are included at the end of each part.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Well constructed for students with problems with English or who just need a refresher of the basic rules. Can be used without a typewriter. Suitable for individualizing instruction.

TITLE: EVERYTHING HAS A PRICE

CO 990 041

PUBLISHER: Illinois Retail Merchants Association and

pp. 6--free

WLS Radio of Chicago

Copyright date: 1973

RELEVANT TO: All areas

Grade level: 9-12

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: Contains case studies relating to shoplifting and presents facts to prove that "everything has a price and shoplifting can cost you plenty."

COST: Low (free)

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Can be used for buzz sessions as an introduction to consumer buying and product costs.

TITLE: FAMILY FINANCIAL EDUCATION PROGRAM 1 - MANAGING PERSONAL INCOME

CO 990 042

PUBLISHER: Continental Illinois National Bank & Trust Company

pp. 63

RELEVANT TO: All areas

booklet--35¢

TYPE OF MEDIA: Teacher guide, pamphlets, text and workbook

teacher guide--60¢

SUBJECT CONTENT: Includes information and problem situations for students--covering checking accounts, savings accounts, and types of bank services.

Copyright date: 1970

COST: Low

Reading level: 11

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Booklets are supplied to you through a bank in your area. The bank pays for copies ordered from the Continental Bank in Chicago. Good basic information, which all students should know. All forms needed are provided.

TITLE: FAMILY FINANCIAL EDUCATION PROGRAM 2 - ACCEPTING CREDIT RESPONSIBILITY

CO 900 043

PUBLISHER: Continental Illinois National Bank and Trust Company

pp. 63

RELEVANT TO: All areas

booklet--35¢

TYPE OF MEDIA: Teacher guide, pamphlets, text and workbook

teacher guide--60¢

SUBJECT CONTENT: Covers types of credit, cost of credit, credit ratings, budgeting, with explanations and problems to be solved.

Copyright date: 1970

COST: Low

Reading level: 13

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Booklets are supplied to you through a bank in your area. The bank pays for copies ordered from the Continental Bank of Chicago. Good basic information which all students should know.

TITLE: FINDING YOUR JOB

PUBLISHER: Finney Company

RELEVANT TO: All areas

TYPE OF MEDIA: Reference books

SUBJECT CONTENT: Describes 60 jobs. Tells what the job is like, earnings, hours, skills necessary, schooling needed, advantages and disadvantages and helpful subjects to take in school.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Can be used as reference throughout year as different jobs are discussed. This is just one unit of six. Total set contains 30 books covering 360 job titles.

CO 990 044
pp. 60 - 5 books
\$24.50 per set
Revised: 1973
Reading level: 7

TITLE: GETTING YOUR MONEY'S WORTH: GROUP 1

PUBLISHER: Society for Visual Education, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, filmstrips, sound tapes, and reading script

SUBJECT CONTENT: Consumer know-how. Introduces good basic principles of money management. Examines complexities of consumerism, budgeting, credit buying, savings, and buying selectively. Consumer fraud, etc. Excellent color and pictures. Sound tapes very well enunciated. Questions and discussion ideas included.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good Buy

COMMENT: Useful in related class for correlation with other units. Also useful to teachers of consumer education courses. May be used with automatic projectors or manually operated equipment.

CO 990 045
Multi-media - \$58.50
Copyright: 1971
Grade level: 8-14 and
adult education

TITLE: GUIDANCE TALKS ON HUMAN RELATIONS

AUTHOR: W. K. Lasher

PUBLISHER: American Technical Society

RELEVANT TO: All areas

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: Vocational guidance booklets--cleverly related incidents in human relations for workers on the job. Desired behaviors made palatable. Illustrations.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good

COMMENT: May be purchased as a bound volume or separate chapter units.

CO 990 046
pp. 14 - \$.60
Copyright: 1970
Grade level: adult, in-service

TITLE: HANDBOOK FOR YOUNG WORKERS

AUTHOR: U.S. Department of Labor

PUBLISHER: Bureau of Labor Standards, U.S. Government Printing Office

RELEVANT TO: All areas

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: Guidance material concerning the person and work, need for high school education, planning for a career, labor laws, services to young workers, (i.e., employment agencies, vocational rehabilitation, and various government and community training programs.) Also hazardous occupations and labor offices.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Would be useful as a personalized copy for each student's reference file. Should be used in conjunction with booklets on state labor laws, union requirements, and other handbooks on job opportunities.

CO 990 047
pp. 29 - \$.20
Copyright: 1965
Reading level: 12
Grade level: 9-14

TITLE: HANDBOOK OF JOB FACTS

AUTHOR: Carole J. Lang

PUBLISHER: SRA

RELEVANT TO: All areas, except CWT-special

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Reference book of specific job facts--duties, where employed, number of workers, education & training, special qualifications, entry, advancement, earnings, supply & demand.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent reference for career exploration--would be used throughout the year as a reference.

CO 990 048

300 Occupations - \$5.75

Copyright: 1972

Reading level: 12

Grade level: 9-12

TITLE: HIRE AN EMPLOYMENT AGENCY TO FIND YOU A JOB?

AUTHOR: Changing Times

PUBLISHER: The Kiplinger Magazine

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, pamphlets, transparencies

SUBJECT CONTENT: Review of how employment agencies operate, the benefits and disadvantages of using an agency.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Valuable knowledge for anyone who will be working. Students can find out how agencies work. Requires only an overhead but better used as lead-in to study of the local employment agency scene.

CO 990 049

pp. 4 - \$8.00

Copyright: 1971

Reading level: 11-12

Grade level: 11-12

TITLE: HOW MUCH DO "FRINGES" BOOST YOUR PAY?

AUTHOR: Changing Times

PUBLISHER: The Kiplinger Magazine

RELEVANT TO: All

TYPE OF MEDIA: Teacher guide, pamphlets, transparencies

SUBJECT CONTENT: Magazine reprints explaining the most typical fringe benefits and how they boost (or don't) your pay.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good unit for all working students to learn the benefits of "fringe benefits." Useful as a beginning for students to investigate their own job benefits and to help them evaluate future job opportunities. Requires only an overhead.

CO 990 050

pp. 4 - \$10.00

Copyright: 1972

Reading level: 12

Grade level: 11-12

TITLE: HOW ON EARTH DO WORKING WIVES MANAGE?

AUTHOR: Changing Times

PUBLISHER: The Kiplinger Magazine

RELEVANT TO: All, except agriculture and CWT-special

TYPE OF MEDIA: Teacher guide, pamphlets, transparencies

SUBJECT CONTENT: Describes the average life of a working wife and her family. Opens a valuable discussion of family responsibilities and values.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good opener for human relations discussions about family relations and values. Can provide basis for forming values and ideas about your students' futures. Requires only an overhead as extra equipment.

CO 990 051

pp. 4 - \$8.00

Copyright: 1972

Reading level: 12

Grade level: 10-12

TITLE: HOW TO LISTEN MORE EFFECTIVELY

PUBLISHER: Universal Education and Visual Arts

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, filmstrips, records

SUBJECT CONTENT: Concepts relative to listening actively; emotional factors involved; presents principles involved in effective listening, and ways to build good listening skills.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Useful for related class or vocational lead-up courses for purposes of developing skills in listening for following job instructions and other related skills. Also in social skills development, for inter-personal relationships with persons on the job.

CO 990 052
multi-media - \$25.00
Copyright: 1971
Grade level: 11-12

TITLE: IF YOU BECOME DISABLED

AUTHOR: U. S. Department of Health, Education and Welfare

PUBLISHER: U.S. Government Printing Office

RELEVANT TO: All areas

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: Explains disability benefits, defines disabled workers, medicare, special rehabilitation services and procedures for application for disability benefits.

COST: Low (free)

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This pamphlet is free and informational.

CO 990 053
pp. 26 - free
Copyright: July, 1973
Reading Level: 14

TITLE: INCREASE YOUR CAREER POWER

PUBLISHER: Universal Education and Visual Arts

RELEVANT TO: All except special areas

TYPE OF MEDIA: Programmed learning materials, student manuals, sound tapes

SUBJECT CONTENT: Four steps--developing a career profile, using it; skills and interests, what jobs they make, finding a job, utilizing them and then using skills to land the job.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This set can be utilized best in a work-related class or by vocational guidance counselors.

CO 990 054
pp. 39 - \$9.98-set
Copyright: 1973
Reading level: 12
Grade level: 10-12

**TITLE: INQUIRY-ORIENTED MINI UNITS--A CHANGING TIMES
EDUCATION SERVICE**

AUTHOR: Changing Times

PUBLISHER: The Kiplinger Magazine

RELEVANT TO: All except agriculture & CWT-special

TYPE OF MEDIA: Pamphlets, transparencies

SUBJECT CONTENT: Set of 6 mini-units covering: School-job training(\$10), Working Wives(\$8), Jobs-the future(\$8), Better Jobs for Women(\$10), Employment agencies(\$8), Fringe benefits(\$10).

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Six units of timely subjects based on reprints from Kiplinger's Changing Times. These may be purchased separately or as a set for \$54.00. All six are good for promoting discussions of current topics for working people.

CO 990 055
6 Units - \$54.00
Copyright: 1971-72
Reading level: 11
Grade level: 11,12

TITLE: INSURANCE FOR THE HOME

CO 990 056

PUBLISHER: Educational Division, Insurance Information Institute

pp. 4--free

RELEVANT TO: All

Copyright: up to date

TYPE OF MEDIA: Pamphlets

Reading level: 15

SUBJECT CONTENT: A brief pamphlet (including test with answers) concerning property (household) insurance. Includes types of coverage and liability coverage. Also general information about cost.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Very good buy

COMMENT: Provided by the Institute.

**TITLE: INSURANCE INFORMATION INSTITUTE KIT ON AUTO, PROPERTY,
AND LIABILITY INSURANCE**

CO 990 057

PUBLISHER: Insurance Information Institute

free

RELEVANT TO: All

Revised: 1972

TYPE OF MEDIA: Teacher guide, programmed learning materials, reference book, periodicals, pamphlets, student manuals and career manuals.

Reading level: 16

SUBJECT CONTENT: Wall charts on auto and home insurance and an illustrated booklet explaining home and car insurance. Two, six-page leaflets including information and a test on automobile and home insurance.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Two filmstrips at \$5.00 are related materials that could be used. The packet is updated annually which adds to its effectiveness. Good information on careers in this field.

**TITLE: THE JOB AHEAD--NEW ROCHESTER OCCUPATIONAL READING
SERIES**

CO 990 058

AUTHOR: H. Hunter Frazer

pp. 168 - \$5.15

PUBLISHER: Science Research Associates, Inc.

Copyright: 1963

RELEVANT TO: All areas

Grade level: 8 - 12

TYPE OF MEDIA: Teacher guide, textbooks, and student manuals

Reading level: 6

SUBJECT CONTENT: Stories are high interest, real-life situations. Book is divided into 5 units--Starting Work--On the Job--Keeping the Job--Working for the City--and Leisure Time. Excellent material.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This series has textbooks; workbooks, and teacher's guide. Textbooks are obtainable at three different reading levels. Same selections in each one. Each textbook has five workbooks to accompany it. Coded by bars on spine and front of workbooks.

BEST COPY AVAILABLE

TITLE: JOB ATTITUDE SERIES

CO 990 059

AUTHOR: Richard Greenfield (Consultant)

PUBLISHER: Guidance Associates

Multi-media
Copyright: Un-to-date
Viewing level: 11-12

RELEVANT TO: All areas except WECEP

TYPE OF MEDIA: Teacher guide, filmstrips, records

SUBJECT CONTENT: Four problem areas--hazing, getting the "dirty" jobs, lack of communication, absenteeism, and lack of ambition. Each problem is viewed from two viewpoints and allows for group discussion following each segment. Teacher's guide gives activities and suggestions for role-play, discussion, questions, etc.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This series consists of five programs:

1. A Job That Goes Someplace--2 parts/\$37.50
2. Liking Your Job and Your Life--4 filmstrips, 2 LP's/\$37.50
3. On the Job: Four Trainees--2 parts/\$37.50
4. Trouble at Work--4 filmstrips, 2 LP's/\$37.50
5. Why Work at All?--1 part/\$19.50

TITLE: JOB EXPERIENCE KITS

CO 990 060

PUBLISHER: Science Research Associates

20 kits - \$140.00

RELEVANT TO: All areas

Copyright: 1970

TYPE OF MEDIA: Study guide and learning activity packages

Grade level: 8 - 10

SUBJECT CONTENT: Twenty different kits provide simulated work experience in twenty different occupations. Problems in different areas allow the student to solve them as they might on a job or in an occupation. Twenty titles include Accountant, Automobile Mechanic, Beautician, Designer, Electronic Technician, Elementary School Teacher, Lawyer, Librarian, Medical Technologist, Hotel Manager, Police Officer, Salesperson, Secretary, Truck Driver, Veterinarian, X-ray Technician, Appliance Salesman, Carpenter, Draftsman, Plumber.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Kits contain all components needed to solve problems or to complete assignment. Answer pads, simulated letters, battery, nails, ruler, circuit tester, charts, maps, report forms, etc. Consumable items are usually replaceable locally. Answer pads may be reordered as may individual kits for replacement. Free choice, exploratory experiences. May be used in conjunction with same publisher's kits on Occupational Roles and Occupational Exploration.

TITLE: JOB HUNTING: WHERE TO BEGIN

CO 990 061

PUBLISHER: Guidance Associates

multi-media - \$37.50

RELEVANT TO: All areas

Copyright: 1972

TYPE OF MEDIA: Teacher guide, filmstrips, records

Listening level: 9-10

SUBJECT CONTENT: Clarifies student understanding of employment sources.

Grade level: 9-14

Explains the various types of employment agencies, role of the job counselor, civil service exams, how to answer want ads and handle job interviews.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Applications, job hunting procedures, etc., is a process WECEP kids (and everyone) go through periodically. The records and slides will help students go through the process of finding new jobs. Excellent 'prep' for applying for a job and great review--even at the end of the year.

TITLE: JOB ORIENTATION

AUTHOR: Harry R. Moon

PUBLISHER: Milady Publishing Co.

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, student manual, transparencies

SUBJECT CONTENT: Areas of Job Orientation such as: individual needs, sources of job information, making job applications, a job interview, starting a job, understanding co-workers, and your future on the job.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Well-organized material. Good transparencies. A good additional reference would be "The Employment Interview" published by the same company.

CO 990 062

Kit - \$2.76

Copyright: 1973

Reading level: 11

TITLE: KEYS: CAREER EXPLORATION

PUBLISHER: Science Research Associates

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, filmstrips, sound tapes, manual

SUBJECT CONTENT: Investigates individual occupations within the

10 Kuder interest categories, outdoor, mechanical, etc. A manual

on Career Guidance and Kuder Interests inventories allow study in occupational clusters for schools which do not use Kuder Interest. Includes interviews with men and women in various occupations.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Correlates with Kuder interest inventories. May be used with other occupational literature and by guidance counselors to aid student understand Kuder results by explaining score patterns. Useful also for awareness of various occupations and encouragement of student to clarify his goals, career choices, and self-evaluation. (10 filmstrips, 5 cassettes, 1 career guidance and Kuder Interest Inventories Manual, 1 teachers guide.)

CO 990 063

Multi-media - \$106.00

Additional career manual - \$1.08

Copyright: 1972

Grade level: 6-13

TITLE: LEARNING DISCUSSION SKILLS THROUGH GAMES

AUTHOR: Gene Stanford and Barbara Dodds Stanford

PUBLISHER: Citation Press--Professional Relations Division, Scholastic Magazine

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide and reference book

SUBJECT CONTENT: Interesting activities are provided for development of proper discussion techniques and group dynamics. Ten individual discussion skills such as careful listening, organizing, formulating agreement, etc.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This is an excellent tool to use for developing these necessary basic skills.

CO 990 064

pp. 75 - \$1.65

Copyright: 1969

Grade level: 9-12

Reading level: Teacher

TITLE: MAKING ENDS MEET

PUBLISHER: Guidance Associates

RELEVANT TO: All areas

TYPE OF MEDIA: Filmstrips, records

SUBJECT CONTENT: Presents a family budget situation. How to prepare a budget acceptable to the whole family.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: The Gonzales family prepares a budget and shows how budgets applies to each family member. Record is both automatic and manual.

CO 990 065

(1) filmstrip

with cassette - \$17.50

record w/cassette - \$19.50

Copyright: 1972

Grade level: 8-12

TITLE: MAKING VALUE JUDGMENTS

AUTHOR: Carl A. Elder

PUBLISHER: Charles E. Merrill Publishing Co.

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, textbook

SUBJECT CONTENT: The nature of values and steps in the decision making process provided in the book are a definite aid to help students develop their own guidelines for making personal value judgments.

COST: Below average to low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: This is an excellent book for group discussions and self-actualization realization for each individual involved. It can be very effective if a teacher fully familiarizes himself with the book and knows his students. Especially effective for socially maladjusted students.

CO 990 066

pp. 186 - \$2.25

Copyright: 1972

Reading level: 10

TITLE: MANPOWER

PUBLISHER: U.S. Department of Labor, Manpower Administration, U.S. Government Printing Office

RELEVANT TO: ALL AREAS

TYPE OF MEDIA: Periodical

SUBJECT CONTENT: A monthly journal of Manpower Administration reflecting up-to-date information on careers, labor needs and projections of future job markets.

COST: Below Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Outstanding buy

COMMENT: This magazine is best utilized by having copies available in classroom at all times. The teacher may point a specific article to students as it applies to their situation.

CO 990 067

Free

Copyright:

Monthly Journal

Reading Level: 12

Grade Level: 9 - 14

TITLE: MICHIGAN JOB BRIEFS

AUTHOR: Michigan Employment Security Commission

PUBLISHER: State of Michigan

RELEVANT TO: All areas

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: Fifty-one jobs explained as to nature of work, working conditions, employment outlook, earnings, requirements for entry, etc.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good explanation of about 51 different jobs in Michigan that apply to other parts of the country.

CO 990 068

pp. 150 - free

Revised: June, 1973

Reading levels:

Small pamphlet 8-9

Large pamphlet 15

TITLE: MINI-UNITS FOR VALUES, EDUCATION, CAREER EXPLORATION

PUBLISHER: Channing L. Bete Co.

RELEVANT TO: All areas

TYPE OF MEDIA: Leaflet/Booklet

SUBJECT CONTENT: Small unit presentations concisely defining attitudes and understanding yourself by the use of many pictures.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: These booklets would be excellent idea sources for a slide presentation or a poster-contest. The ideas on these few pages are concise, and to the point and very good for formulating a class presentation.

CO 990 069

pp. 15 - \$.25

Revised: 1973

Reading level: 11-12

TITLE: MODERN CONSUMER EDUCATION
PUBLISHER: Grier Educational Corporation

CO 990 070
multi-media - \$341.00
Copyright: 1972
Grade level: 10-12

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, filmstrips, reference book, study guide, student manuals, sound tapes

SUBJECT CONTENT: Consumer education unit dealing with buying food, cars, clothes, housing, furniture, health care insurance, life insurance, car insurance, legal issues, salesmen, and warranties.

COST: High

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This unit, if well planned, can, without much supplementary materials, fulfill the State of Illinois requirement for 40 hours of consumer education. The unit allows flexibility for the individual needs of the student and can be made to fit both the slow learner and fast learner. It is ideal for socially disaffected students in C.W.T. programs.

TITLE: MONEY MANAGEMENT

CO 990 071

PUBLISHER: B. F. A. Educational Media

multi-media - \$78.00

RELEVANT TO: All areas

Copyright: 1968

TYPE OF MEDIA: Filmstrips, records

Grade level: 11-12

SUBJECT CONTENT: These filmstrips and recordings introduce the student to the basics of managing his/her money; bank loans, finance company, credit unions, charge accounts, charge cards and statements, and the retail merchants credit association.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: The quality of production appears to be good. The topics are done well and seem to hold interest of the students.

TITLE: MONEY WELL SPENT

CO 990 072

PUBLISHER: Guidance Associates

Multi-media--cassette - \$17.50

RELEVANT TO: All areas

Record w/cassette - \$19.50

TYPE OF MEDIA: Filmstrips, records

Copyright: 1972

SUBJECT CONTENT: Presents basic ideas of budgeting, also shows sales techniques to beware of. Excellent film for consumer education class or economics class for budget unit.

Listening level: 8-12

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: Films may best be used with small group or class situation. Sales techniques are presented. The conflict of "to spend or not to spend" is presented well. Record may be automatic or manual.

TITLE: MONEYSWORTH

CO 990 073

PUBLISHER: Moneysworth

Subscription-\$5.00

RELEVANT TO: All areas

Copyright:

TYPE OF MEDIA: Newsletter

Monthly newsletter

SUBJECT CONTENT: A monthly consumer newsletter--articles on how to save money, invest wisely, product comparisons.

Reading level: 11

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This can be a part of an up-to-date magazine file that a teacher keeps in his room for students use any time. It is a way of keeping them aware of economic situations always affecting them and thinking about their wise use of money.

TITLE: MR. GREY

AUTHOR: W. M. Dear, Robert Dyke

PUBLISHER: ACI Films

RELEVANT TO: All areas

TYPE OF MEDIA: Films

SUBJECT CONTENT: Symbolic representation of how modern man has been regimentalized in his daily work routine. No audio other than background music. Extremely significant to youth today.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory

COMMENTS: Should be a movie that will bring out discussion about our highly technical and regimented society.

CO 990 074

10 minutes - \$150.00

Copyright: 1969

Grade level: 11-Adult

TITLE: MY PERSONAL PROFILE

AUTHOR: Bobbi Ray

PUBLISHER: Milady Publishing Corp.

RELEVANT TO: Classes for girls

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: Helps one analyze herself through a series of questions on grooming, wardrobe selection, manners, personality, nutrition and health, and poise.

COST: Average to below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: This workbook goes with the book TEEN PROFILE, but it is for the individual analysis.

CO 990 075

pp. 136 - \$2.97

Copyright: 1973

Reading level: 9

TITLE: NEW CAREER EDUCATION PROGRAM

PUBLISHER: Colonial Films

RELEVANT TO: All areas

TYPE OF MEDIA: Filmstrips, Programmed learning materials, sound tapes

SUBJECT CONTENT: An exploration of 15 occupations in easy-to-understand language describing skills and background necessary for the job. Many types of jobs are discussed in each field.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: These tapes and filmstrips were excellent. They were not too technical, yet they have adequate descriptions of 12 jobs and various positions available within each category. The positions were introduced positively (including entry level positions and other jobs which required little education). The total kit cost--\$197.40--is expensive for one class. The best application would be in a vocational-awareness section of the library or career counselor office.

CO 990 076

\$197.40

Copyright: 1973

Listening level: 9 and up

TITLE: NEW CAREERS FOR THE SUBPROFESSIONAL

AUTHOR: Bernard Yabroff and Marc A. Matland

PUBLISHER: U.S. Department of Health, Education, and Welfare

RELEVANT TO: All areas

TYPE OF MEDIA: Pamphlets

SUBJECT CONTENT: A discussion of issues in the development of subprofessionals--nontechnical introduction into various fields and how one can progress to higher levels of employment through training/further education.

COST: Low (free)

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Extremely helpful in introducing a palatable choice for those who do not qualify for technical/professional jobs. A nontechnical introduction for the subprofessional areas open and future potential.

CO 990 077

pp. 23 - \$.30

Copyright: 1970

Reading level: 9-12

Grade level: 10 and up

TITLE: OCCUPATIONAL ESSENTIALS: SKILLS AND ATTITUDES FOR EMPLOYMENT CO 990 078
AUTHOR: David J. Richter pp. 198 - \$25.00
PUBLISHER: H.C. Johnson Press, Inc. Revised: 1972
RELEVANT TO: All areas Reading level: 10
TYPE OF MEDIA: Teacher guide, reference book, student manuals
SUBJECT CONTENT: Through planned lessons and activities students discover their attitudes, how to look for and secure jobs, succeeding on the job, self-evaluation, leaving a job. Also covers social security.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Consumable workbooks and references for students. Economical way to cover general work information within a specific subject area. This workbook could best be used as individual study by the student about to secure a job. Most of the work to be done in the units can be done by the student, but he or she may need the library for some of the work.

TITLE: OCCUPATIONAL GUIDANCE CO 990 079
PUBLISHER: Finney Company pp. 100 - 8 books
RELEVANT TO: All areas \$43.50 per set
TYPE OF MEDIA: Reference books Revised: 1971
SUBJECT CONTENT: Overviews of 160 occupations. Describes work, earnings, Reading level: 11-12 working conditions, abilities required, education and training required, advantages and disadvantages, suggested high school courses to take.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Should be a resource available throughout the year as different occupations are discussed and researched. Other visuals and materials are suggested for studying each occupation, but not required. This is just one set unit of five. Total set contains 40 books covering 800 careers.

TITLE: OCCUPATIONAL GUIDE INDEXES CO 990 080
AUTHOR: State of California Briefs - Free
PUBLISHER: Department of Human Resources Development Revised: up to date
RELEVANT TO: All areas Reading level: 12-13
TYPE OF MEDIA: Occupational briefs Grade level: 8-14
SUBJECT CONTENT: Occupational guides--classified by occupational area (noted by volume and label color) with alphabetical occupational key.
COST: Low(free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Considering the high cost of career indexes on the market today, the careers covered in these guides are diverse within each vocational area and give more than a broad choice to students. It is an excellent project for students to write for those they are interested in.

TITLE: OCCUPATIONAL EXPLORATION KIT CO 990 081
AUTHOR: Laurence L. Belanger 400 4-pane briefs-\$123.00
PUBLISHER: Science Research Associates Copyright: 1971
RELEVANT TO: All areas Reading level: 10
TYPE OF MEDIA: Career information library kit
SUBJECT CONTENT: Description of individual jobs--qualifications, training, earnings, and outlook and references for further exploration.
COST: High
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The cost of this kit, as well as others like it, may be a little high for the classroom teacher. This is excellent for the whole school's use in the library career centers or for continued use by the guidance counselor (department).

**TITLE: OCCUPATIONAL MANPOWER REQUIREMENTS--PROJECTIONS FOR
ILLINOIS 1960-1975**

PUBLISHER: Illinois State Employment Service

RELEVANT TO: All areas

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Lists the needs for particular skills in the work world for the years 1960-1975. Pre-vocational information especially useful.

COST: Low (free)

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Good reference especially for pre-vocational students as yet undecided on a career.

CO 990 082
pp. 21 - free
Revised: 1970
Reading level: 11-12

**TITLE: OKLAHOMA COOPERATIVE VOCATIONAL EDUCATION--CURRICULUM
MATERIAL--A BASIC COURSE OF STUDY**

AUTHOR: Ronald Meek

PUBLISHER: Oklahoma State Board of Vocational and Technical Education

RELEVANT TO: Personnel and Public Services

TYPE OF MEDIA: Teacher developed materials (behavioral objectives, teacher and student activities, information sheets, visual aids, tests, and answers)

SUBJECT CONTENT: Contains units on orientation to employment, personal development, employee relations, communications, financial management and insurance.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: For making transparencies, developing re-evaluation devices, and writing objectives. Book is loose-leaf and can be added to easily. Provides an excellent outline of information needed in each of the units.

CO 990 083
pp. 553--\$10.00
Copyright date: 1971
Reading level: teacher guide

TITLE: A ONE-WEEK ADVANCED TEACHING UNIT ON CONSUMER CREDIT

AUTHOR: National Consumer Finance Association

PUBLISHER: Educational Services Division

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide

SUBJECT CONTENT: Kit containing teacher materials such as lesson plans, film guides, listings of available materials on teaching a one-week unit on consumer credit. Samples of student booklets and quizzes are included for inspection before ordering.

COST: Low

LEARNING EFFECTIVENESS: Above average

COST-EFFECTIVENESS: Best buy

COMMENT: A must resource for coordinators. Numerous current materials are available. One of the really up-to-date resources on consumer education.

CO 990 084
Teacher's Kit - \$1.00
Copyright: 1970
Reading level: 13

TITLE: ON THE JOB

AUTHOR: Joseph L. Norton

PUBLISHER: J. G. Ferguson Publishing Company

RELEVANT TO: All

TYPE OF MEDIA: Reference book and textbook

SUBJECT CONTENT: Gives job descriptions for 65 jobs by people who actually do them. Realistic descriptions and appraisals of jobs.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Useful as reference book more than as text. Good for career introduction material. Does not require extra materials to use.

CO 990 085
pp. 257 - \$7.95
Copyright: 1970
Reading level: 11
Grade level: 10-12

TITLE: ORAL COMMUNICATION

PUBLISHER: Creative Visuals

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, filmstrips, study guide, sound tapes

SUBJECT CONTENT: Six programmed filmstrips, 6 tapes and 1 teacher's

manual concerned with development of oral communication skills and value of listening in relationship to job success and social achievement. Transcripts are also included of the listening practice tapes and quizzes and answers.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Instruction may be individualized and laboratory situations provide for practice and reinforcement. May be used alone effectively.

CO 990 086

multi-media set - \$71.00

Copyright: Up to date

Listening level: 9 and up

TITLE: THE PAYCHECK PUZZLE

PUBLISHER: Guidance Associates

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, filmstrips, records

SUBJECT CONTENT: Cartoons provide some humor, explain deductions

from paycheck. Also stresses job responsibility and employee benefits.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Humor-filled case study helps students retain key facts about payroll deductions and employee benefits. Part I explains basic automatic and voluntary payroll deductions. Part II examines types and variations of benefits young workers may encounter. The program illustrates key forms and documents; increases confidence by building base of information.

CO 990 087

(2) filmstrips/cassettes - \$42.50

/records - \$37.50

Each filmstrip - 10 min.

Copyright: 1973

Viewing level: 11-12

TITLE: PERSONAL DEVELOPMENT FOR GIRLS

PUBLISHER: The Instructional Materials Laboratory, University of Texas

RELEVANT TO: Inter-Related, Industrial, Office, Personnel and

Public Services, Marketing, CWT

TYPE OF MEDIA: Study guide, Student manuals

SUBJECT CONTENT: Developing personal health, personal appearance, skills, and behavior.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Individual use by girls in unit on personal development.

CO 990 088

pp. 146

Revised: 1968

Reading level: 9

TITLE: PERSONAL DEVELOPMENT FOR YOUNG MEN

PUBLISHER: Instructional Materials Laboratory--University of Texas

RELEVANT TO: All areas (Male students)

TYPE OF MEDIA: Study guide, Student manual, answer book

SUBJECT CONTENT: Developing personal health, appearance, skills, and behavior.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Individual use by boys in unit on personal development.

CO 990 089

pp. 119

Reprint: 1968

Reading level: 11

TITLE: PERSONAL DEVELOPMENT TRANSPARENCIES

AUTHOR: Garth A. Hanson & E. Charles Parker

PUBLISHER: South-Western Publishing Co.

RELEVANT TO: All areas

TYPE OF MEDIA: Transparencies, teacher guides

SUBJECT CONTENT: Transparencies geared to introduce various personal traits necessary for entrance into the world of work.

COST: Average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: The transparencies provide a continuity for an effective discussion of each unit trait and allow open class discussion with proper introduction to each transparency. It is a good way to introduce units on personality and character ability. Supplemental lessons can be added accordingly to the amount of time available/desired for unit. Five of the ten sets were evaluated and tested on a WECEP class.

CO 990 090

10 sets - \$180.00 for all

Copyright: 1970

Reading level: 9-10

Grade level: 8-11

TITLE: PERSONALITY DEVELOPMENT FOR BUSINESS

AUTHOR: Allien R. Russon

PUBLISHER: South-Western Publishing Co.

RELEVANT TO: All areas

TYPE OF MEDIA: Reference book, textbook

SUBJECT CONTENT: A book designed for a more mature student to evaluate himself--needs and ambitions--and realize himself. A transactional analysis approach to preparing for the business world.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory to very good buy

COMMENT: To be effective, a teacher should supplement the material with individual projects for self improvement. The ideas are very easily adapted to a younger group

CO 990 091

pp. 248 - \$4.40

Copyright: 1973

Reading level: 10

TITLE: PERSONALLY YOURS

PUBLISHER: Milady Publishing Corp.

RELEVANT TO: All grades for girls

TYPE OF MEDIA: Study guide

SUBJECT CONTENT: Covers personal grooming, poise, wardrobe planning, personality development, voice, goals in jobs and body perfection.

COST: Below average to low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: Good for individual instruction. One problem is that hair styles and clothing go out of style very fast and outdate the book.

CO 990 092

pp. 268 - \$3.46

Copyright: 1966

Reading level: 9.5

TITLE: PRACTICAL MATHEMATICS SERIES

AUTHOR: Hobbs, McKenny and Dalzell

PUBLISHER: American Technical Society

RELEVANT TO: All areas

TYPE OF MEDIA: Textbook and pamphlets

SUBJECT CONTENT: The book has been serialized into small pamphlets, which might tend to encourage the student to tackle the enigma of studying math in small lumps. There are 14 pamphlets in the series, covering the fundamental processes, factoring and cancellation, fractions, decimals, percentage, denominate numbers, powers and roots, ratio and proportion, equations, graphs, lengths, areas and volumes, and use of logarithms.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENTS: Could be used in conjunction with about any occupation in the co-op spectrum. Practice problems and trial examination problems are answered in each pamphlet, but no answers to final exam problems are listed.

CO 990 093

pp. 490 total--75¢ for each of 14

Copyright date: 1930

Reading level: 9

TITLE: THE PRICE OF CREDIT

PUBLISHER: Guidance Associates

RELEVANT TO: All areas

TYPE OF MEDIA: Filmstrips, records, and sound tapes

SUBJECT CONTENT: Dramatizes a used car "deal" to demonstrate deceptive sales practices; underscores the importance of reading all sales documents and insisting they be completed before signing.

Explores credit problems; suggests comparison shopping for best credit terms.

COST: Below average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: This is useful in related class since many students have the goal of buying a car and living on their own.

CO 990 094

multi-media

filmstrip/record - \$17.50

filmstrip/cassette - \$19.50

Copyright: Up to date

Reading level: 8-12

TITLE: PUNCTUATION: A PROGRAMMED APPROACH

AUTHOR: W. E. Perkins

PUBLISHER: South-Western Publishing Company

RELEVANT TO: All areas

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: Material to help students learn and apply 27 basic punctuation rules.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent for particular students with problems in this area.

CO 990 095

pp. 207--\$2.52

Copyright: 1972

Reading level: 11.5-12

TITLE: PUNCTUATION DRILLS AND EXERCISES (PROGRAMMED FOR THE TYPEWRITER)

AUTHOR: Brendel and Near

PUBLISHER: Gregg Division, McGraw-Hill Book Company

RELEVANT TO: All areas

TYPE OF MEDIA: Programmed learning materials

SUBJECT CONTENT: Reviews all areas of punctuation rules in addition to capitalization and number usage. Includes tests at the end of each of the six parts.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Should do well for students with problems in this area or who need a refresher of the various rules. A typewriter need not be used. Suitable for individualizing instruction.

CO 990 096

pp. 108--\$1.68

Copyright: 1970

Reading level: 13

TITLE: S R A JOB FAMILY SERIES

PUBLISHER: Science Research Associates, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Reference book

SUBJECT CONTENT: Each booklet in series gives an indication of the kinds of jobs available in each job family and needed personal qualifications for success in that specific job field. A bibliography in some booklet provides further sources for reading on the job category. Attractive presentation of material.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory

COMMENT: Information reference source for student use. Student will need to explore some areas in other reference sources.

CO 990 097

20 booklets, pp. 50 - \$24.25

Copyright: 1973

Grade level: 7 - 14

Reading level: 10

TITLE: SRA OCCUPATIONAL BRIEFS

PUBLISHER: Science Research Associates, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Occupational briefs

SUBJECT CONTENT: Occupational briefs--describing job, various jobs incorporated in field, working conditions, requirements, pay, outlook and additional information section.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: The kit consists of 400 briefs that very completely and comprehensively describe various jobs. The kit can be kept current with a subscription to the SRA Guidance Service.

CO 990 098
400 briefs - \$97.00
Copyright: 1973
Reading level: 11

TITLE: SIMULATION WHEELS

PUBLISHER: Paul S. Amidon & Associates, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, study guide, and student manuals

SUBJECT CONTENT: Game simulating experience and maintaining a car successfully, includes buying, insurance, running expenses, random accidents, repairs, unexpected events. Uses computer or "grab bag."

COST: Below average

LEARNING EXPERIENCE: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Game approach to the entire process of car buying and maintenance. Events happen on a random chance basis. You can use the computer if available or numbers provided on cards. Can be used by up to six students at a time--takes several days so you need a place that won't be disturbed.

CO 990 099
Game - \$40.00
Reading level: 11
Grade level: 11,12

TITLE: SOCIAL INSURANCE

AUTHOR: H. Mac Bohlman & Edna Bohlman

PUBLISHER: Follett Publishing Company

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, student manual

SUBJECT CONTENT: Discussion of all social insurance and how it applies to various jobs.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENTS: Excellent for consumer education units. Concise description and information. Useful alone or as supplement.

CO 990 100
pp. 48 - \$.87
Copyright: 1972
Reading level: 11
Grade level: 10-12

TITLE: SOCIAL SECURITY FOR YOUNG PEOPLE

PUBLISHER: Department of Health, Education and Welfare, Social Security Administration

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, pamphlets, wall chart, magazine

SUBJECT CONTENT: Teacher kit with wall chart, brochures and outline for teaching Social Security. A listing of available films and other material is also enclosed.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: Material is very current and there are many additional items that can be ordered free of charge to accompany the kit.

CO 990 101
kit - free
Revised: 1973
Reading level: 11-12

TITLE: STANDARD PAYROLL PROJECT (5TH Ed.)

CO 990 102

AUTHOR: Nanassy

4-week payroll problem--\$1.60

PUBLISHER: Pitman Publishing Company

Revised: 1971

RELEVANT TO: All areas

Reading level: 11

TYPE OF MEDIA: Teacher guide and practice set

SUBJECT CONTENT: One problem with all necessary background information, flexible enough to be used periodically. Covers salary, hourly and piece work as they work out a four-week payroll for a manufacturing company with 10 employees.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: No particular machine is needed--could be used with arithmetic machines, however.

TITLE: STAR POWER

CO 990 103

AUTHOR: R. Gary Shirts

pp. 15 - \$25 kit

PUBLISHER: Western Behavioral Sciences Institute

Revised: 1971

RELEVANT TO: All areas

Reading level: 10

TYPE OF MEDIA: Game-simulation

SUBJECT CONTENT: A game in which a low mobility, three tiered society is built through the distribution of wealth in the form of tapes.

COST: Below Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Excellent activity for getting student involvement and participation. Simulates many aspects of today's society.

TITLE: SUCCEEDING IN THE WORLD OF WORK

CO 990 104

AUTHOR: Grady Kimbrell and Ben S. Vineyard

pp. 484 - \$5.97

PUBLISHER: McKnight and McKnight

Copyright: 1970

RELEVANT TO: All areas

Reading level: 12

TYPE OF MEDIA: Textbook

Grade level: 9-13

SUBJECT CONTENT: Textbook for related classroom instruction covering items necessary for job success, i.e., employee-employer relationships, personal qualities, money management, credit, banking services, etc. Excellent bibliography contains addresses of vocational guidance materials.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Best buy

COMMENT: Useful for related classroom instruction of a general nature. A student manual for activities is also available from same source. Also available is a teacher's manual.

TITLE: SUPERVISORS SURVIVAL KIT

CO 990 105

AUTHOR: Elwood Chapman

pp. 172 - \$3.24

PUBLISHER: Science Research Associates, Inc.

Copyright: 1970

RELEVANT TO: All areas

Reading level: 11

TYPE OF MEDIA: Student manuals

SUBJECT CONTENT: Text material, case problems and simulations of being a supervisor. Involves the student in the decision making process of a supervisor.

COST: Low

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This is an excellent resource for coop students interested in management.

TITLE: TEEN PROFILE

AUTHOR: Robbi Ray
PUBLISHER: Milady Publishing Corp.
RELEVANT TO: All programs for girls
SUBJECT CONTENT: Concerned with the areas of personal development. Includes grooming, poise, gracious living, wardrobe planning, nutrition and health, and personality development.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Good for individual instruction. Not a discussion type book.

CO 990 106
pp. 317 - \$6.30
Copyright: 1973
Reading level: 11

TITLE: TIPS TO IMPROVE PERSONAL STUDY SKILLS

AUTHOR: Dr. Hubert W. Houghton
PUBLISHER: Delmar Publishers
RELEVANT TO: All areas
TYPE OF MEDIA: Student manuals
SUBJECT CONTENT: Ten tips include working conditions for study, health habits, scheduling time, examinations, note taking, memorization, writing skills, students, reading, and use of resource materials. Built in tests for each unit provide feedback. Illustrations and single color highlights important ideas.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Very useful as a unit in the work-related classroom course relating to study skills.

CO 990 107
pp. 54 - \$1.26
Copyright: 1966
Reading Level: 9
Grade level: 9-12

TITLE: TRANSACTIONAL ANALYSIS--SOCIAL TRAINING AND COMMUNICATION

AUTHOR: David S. Abbey, Ronald H. T. Queson
PUBLISHER: Interpersonal Communication Concepts
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, sound tapes, game book, figure book
SUBJECT CONTENT: A miniature program presenting basic transactional analysis program.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: The usefulness of this material is extremely adaptable to various age groups and reaches all types of groups. The trainer, however, should have some more formalized training in transactional analysis. It's an excellent kit.

CO 990 108
multi-media - \$49.50
Copyright: 1973
Reading level: 9

TITLE: UNDERSTANDING TAXES

PUBLISHER: U.S. Tax Administration
RELEVANT TO: All areas, except Health
TYPE OF MEDIA: Student manual
SUBJECT CONTENT: A self-teaching booklet on filing individual tax returns. History of taxes is discussed as well as source of government income and how monies are dispersed.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: An excellent instrument for teaching tax. An instructor's manual is included with each--included are enlarged charts of tax return forms.

CO 990 109
Booklet - Free
Yearly, available at tax time
Reading level: 12
Grade level: 9-14

TITLE: WHAT ARE TAXES ALL ABOUT

PUBLISHER: Carousel Films, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Film

SUBJECT CONTENT: Explains why we have taxes and follows a CBS executive through a story of where his tax money goes, how the Internal Revenue Service operates and what happens to his return. An excellent presentation on income taxes.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: One of the better films to explain the Internal Revenue Service and our tax structure.

CO 990 110

25 minutes - \$325.00

Copyright: 1973

Grade level: 11-12

TITLE: WHERE DO I GO FROM HERE?

AUTHOR: Logan V. Cockrum and Albert C. Winn

PUBLISHER: SRA, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Student manual

SUBJECT CONTENT: A booklet emphasizing the continuous updating of vocational awareness and changing environment. Work--self--future are keyed.

COST: Low

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Best buy

COMMENT: This enlightening teaching aid supplements all curriculums well. It is extremely adaptable for groups or individual courses. Modern thought underlies the entire book and the teacher methods incorporated in the book should be utilized.

CO 990 111

pp. 76 - \$1.73

Copyright: 1972

Reading level: 10

TITLE: WHY WORK?

PUBLISHER: Vocational Films

RELEVANT TO: All areas

TYPE OF MEDIA: Film

SUBJECT CONTENT: Stresses work as "an attitude...a process we all go through to become a beautiful human being" from a teacher's point of view. Three groups of students discuss work and the reasons for working.

Involves ideas of personal fulfillment, setting goals, developing good self-concept and importance of work to society and to the individual.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Discussion stimulation - Vocational guidance.

CO 990 112

12 minutes - \$150.00, Color

Rental - \$15.00

Copyright: 1973

Viewing level: 6-12

Grade level: 8-12

TITLE: WORKING IN A SERVICE INDUSTRY

AUTHOR: Raymond J. Grandfield, Ed.D., and Fay Gold

PUBLISHER: Fairchild Publications, Inc.

RELEVANT TO: All areas

TYPE OF MEDIA: Student manual

SUBJECT CONTENT: Worktext centers around job try-outs as bank teller, counter clerk, dry cleaning, service station attendant, office clerk in motel, waiter, waitress, ticket agent. Information, job description and worksheets on skills such as handling money transactions, billing, working conditions, etc.

COST: Average

LEARNING EFFECTIVENESS: Normal to outstanding

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Career orientation and exploration.

CO 990 113

pp. 145 - \$2.25

Copyright: 1972

Grade level: 8-11

TITLE: YOU AND YOUR JOB SERIES (APPLYING FOR A JOB)

CO 990 114

AUTHOR: Rath, Patricia Mink, Ralph E. Mason, Lloyd J. Phepps

72 cards - \$3.45

PUBLISHER: The Interstate Printers and Publishers, Inc.

Copyright: 1968

RELEVANT TO: All areas

Reading level: 9

TYPE OF MEDIA: Programmed learning materials, Study guide

SUBJECT CONTENT: A series of 4x6 cards programmed for learner to cover decisions upon which employers hire job applicants. Students will learn procedures for job application, interview. Also includes directions for a "job application" game.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: May be used as supplement to classroom text or as a teaching tool in itself. Programmed features allow for immediate feedback to student.

TITLE: YOU AND YOUR JOB SERIES (SUCCEEDING ON THE JOB)

CO 990 115

AUTHOR: Rath, Patricia Mink, Ralph E. Mason and Lloyd J. Phepps

102 cards - \$3.45

PUBLISHER: The Interstate Printers and Publishers, Inc.

Copyright: 1970

RELEVANT TO: All areas

Reading level: 10

TYPE OF MEDIA: Programmed learning materials, study guide

SUBJECT CONTENT: Emphasis is upon those skills which are basic to job success--getting along with others, accepting criticism, positive work attitudes, etc. Series of 75 (4x6) cards. Programmed also include a Job Success game.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: May be used as a supplement to textbook, class discussion, etc. Motivational, good feedback.

TITLE: YOU AND YOUR JOB SERIES (SUPERVISING ON THE JOB)

CO 990 116

AUTHOR: Rath, Patricia Mink, Ralph E. Mason and Lloyd J. Phepps

93 cards - \$3.45

PUBLISHER: The Interstate Printers and Publisher, Inc.

Copyright: 1971

RELEVANT TO: All areas

Reading level: 10

TYPE OF MEDIA: Programmed learning materials, study guide

SUBJECT CONTENT: A series of cards (4x6) teaching student some basic concepts of supervision, duties of a supervisor, personal qualities needed and variety of jobs requiring supervision. Can also be used as a game for high motivation.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: May be used to supplement instructional discussions and other student activities and projects. Programmed features allow for immediate feedback. Instructions for game provides good motivation. Guide included.

TITLE: YOUR JOB SERIES

AUTHOR: Daniel H. Kruger

PUBLISHER: Coronet Films

RELEVANT TO: All areas

TYPE OF MEDIA: Films

SUBJECT CONTENT: Interview technique. Depicts good work habits in relationship to safety, work quality; quantity of production and personal satisfaction; stresses personality needs of friendliness and courteousness; shows importance of planning, accuracy and consistent level of performance.

COST: Average

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Excellent for vocational guidance in work-related classroom. Includes the following titles; 1) You and Your Boss, 2) Your Job: Applying for It, 3) Fitting In, 4) Getting Ahead, 5) Finding the Right One, and 6) Good Work Habits.

CO 990 117

6 films - color-\$175

B & W-\$87.50

Copyright: 1968

Grade level: 9-12

TITLE: YOUR PERSONAL CAREER DEVELOPMENT PROGRAM

AUTHOR: Arthur R. Pell

PUBLISHER: Management Games Institute

RELEVANT TO: All areas

TYPE OF MEDIA: Reference book, learning activity packages

SUBJECT CONTENT: A home study or individual guide for determining career possibilities and preparing for a job.

COST: High

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: This would be effective as an individual guide. It appears to be well written and easy to follow. It would be a good reference for any cooperative class.

CO 990 118

\$24.00

Copyright: 1972

Grade level: 11-12

TITLE: YOUR PERSONALITY: THE YOU OTHERS KNOW

PUBLISHER: Guidance Associates

RELEVANT TO: All areas

TYPE OF MEDIA: Teacher guide, filmstrips, records

SUBJECT CONTENT: The filmstrips tell about habits the worker should avoid on the job and point out features that a personnel director looks for.

COST: Above average

LEARNING EFFECTIVENESS: Outstanding

COST-EFFECTIVENESS: Very good buy

COMMENT: One needs a filmstrip projector and record player. The filmstrips are ideal for discussion for the beginning worker. Excellent for occupational orientation.

CO 990 119

2 filmstrips/records-\$37.50

with cassettes-\$41.50

Copyright: 1969

Reading level: 11-12

Grade level: 9-12

ADDRESSES OF PUBLISHERS

Thank you is extended to the 700 publishers who were so willing to cooperate with this project. A special thank you to those publishers who sent complimentary materials. The following list of publishers are those who have materials listed in this publication.

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Speedway, IN 46224

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Hinsdale, IL 60521

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151 Farmington Avenue
Hartford, CT 06115

Ahrens Publishing Co., Inc.
50 Essex Street
Rochelle Park, NJ 07662

AIMS Instructional Media Services, Inc.
P.O. Box 1010
Hollywood, CA 90028

Allied Education Council
Distribution Center
P.O. Box 78
Galien, MI 49113

American Association for Vocational
Instructional Material
Engineering Center
Athens, GA 30601

American Hospital Association
840 N. Lake Shore Drive
Chicago, IL 60611

American Journal of Nursing
10 Columbus Circle
New York, NY 10019

American Medical Association
353 N. Dearborn Street
Chicago, IL 60610

American Mutual Insurance Alliance
Communications Department
20 North Wacker Drive
Chicago, IL 60606

American Osteopathic Association
Department of Public Relations
212 E. Ohio Street
Chicago, IL 60611

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Chicago, IL 60601

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848 East 58th Street
Chicago, IL 60637

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Washington D.C. 20037

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Box 2087
Raleigh, NC 27602

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P.O. Box 964
Garden Grove, CA 92642

BFA Educational Media
2211 Michigan Avenue
Santa Monica, CA 90404

Barron's Educational Series, Inc.
113 Crossways Park Drive
Woodbury, NY 11797

Bell Telephone Companies
(contact your local business office)

Betty Crocker Film Library
9200 Film Center
P.O. Box 1113
Minneapolis, MN 55440

Business Builders
Division of Food Services Guides
P.O. Box 709
Rocky Mountain, NC 27801

C. V. Mosby
3207 Washington Boulevard
St. Louis, MO 63103

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Household Finance Corporation
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Prudential Plaza
Chicago, IL 60601

Illinois Retail Merchants Association
36 S. Wabash
Chicago, IL 60603

Illinois State Employment Services
165 North Canal Street
Chicago, IL 60606

Institute of Life Insurance
Educational Division
277 Park Avenue
New York, NY 10017

Institutions Magazine
1801 Prairie Avenue
Chicago, IL 60616

Insurance Information Institute
110 William Street
New York, NY 10038

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P.O. Box 940
Joliet, IL 60434

Interpersonal Communication Concepts, Inc.
41 Navajo Trail, N.E.
Atlanta, GA 30319

Interstate Printers and Publishers, Inc.
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Carville, IL 61832

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Ames, IA 50010

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1729 H. Street, N. W.
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6 Davis Drive
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